

ST.
ELSEWHERE

SPUDS
MACKENZIE

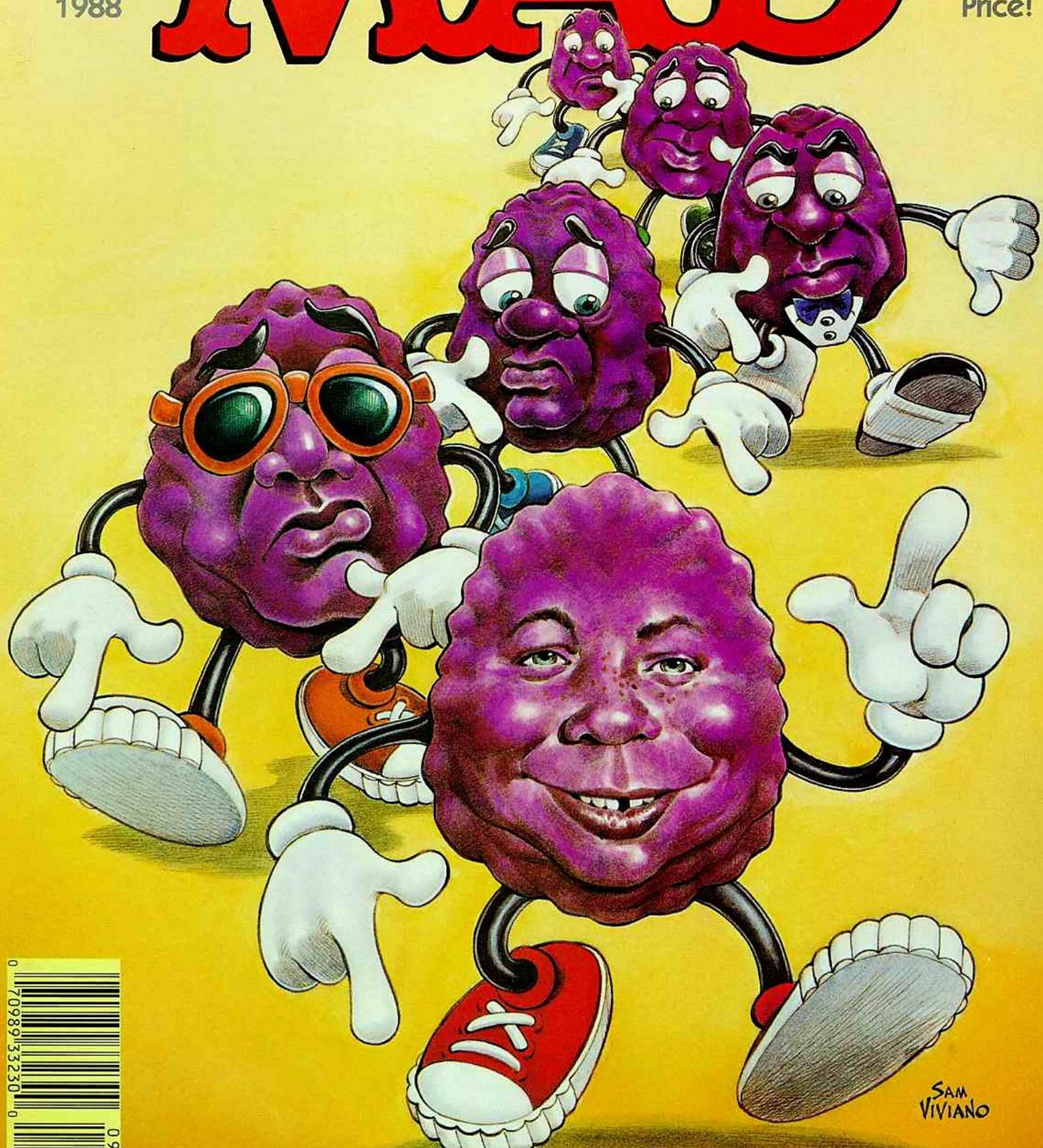
ROCK & ROLL
HALL OF FAME

A DIFFERENT
WORLD

No.
281
September
1988

MAD

\$1.50
No
"Raisin"
Price!



SAM
VIVIANO



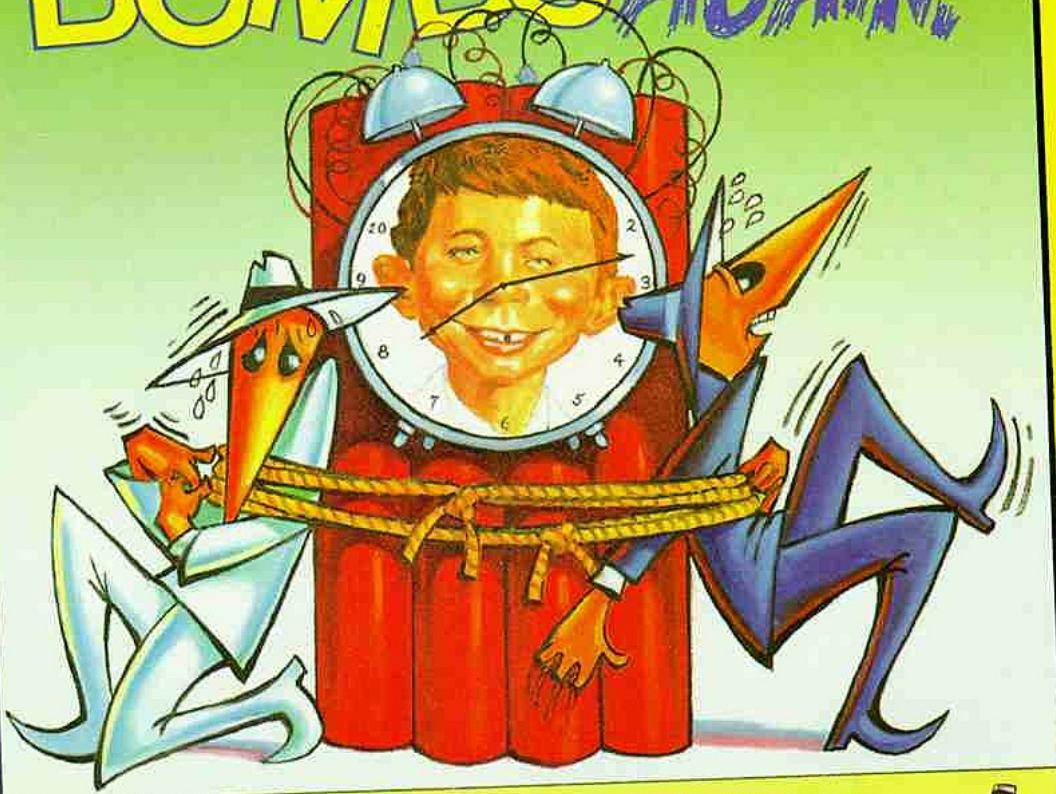
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FROM THE DUDS AT MAD**

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1988
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BOMBS AGAIN!



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IT'S T.N.T.*

***TRITE NEWSSTAND TRASH
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MAD

"There was a time when a preacher's Little Black Book was the Bible!"

—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* TOM NOZKOWSKI *production*

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*

DICK DE BARTOLO *creative consultant*

JACK ALBERT *lawsuits* ANNE GAINES *logistics*

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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INDIFFERENT
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(ANOTHER MAD
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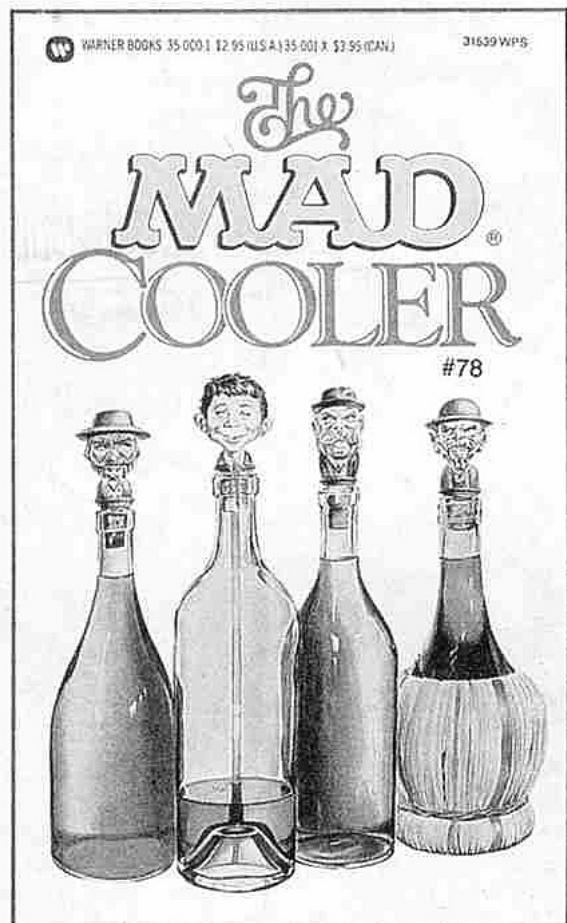
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OPINION POLL
PART II:
THE MOVIES
Pg. 45



TALES
FROM THE
DUCK
SIDE
Pgs. 9, 23, 48

THIRSTY FOR SOME DRY HUMOR???

Then dip into your liquid assets and sip...



Just uncorked! A hearty and robust sampler from MAD's vintage years!

ON SALE NOW!

(Wherever you can vine it.)

And we thank you for your support.



LETTERS AND TOMATOES DEPT.



SCRATCH 'N' SNIFF NON-SCENTS

Your lemon "scratch-n-sniff" cover (MAD #279) was quite a surprise. You guys are happy with yourselves, orange you? You think it was real peachy, don't you? Well, you're bananas if you think you can fool us here in the Big Apple. Any attempts at enhancing your magazine by scenting it will be fruitless!

Richard Panchyk
Elmhurst, NY

Your letter sounds like sour grapes to us! —Ed.

Instead of scratching and sniffing the lemon, I accidentally scratched and sniffed the "Bulgin' Belly Burner" ad on the back cover. Ugh! Whew! What a stench!

Brian Friedman
New York, NY

"VIDEO GAME INSTRUCTIONS KIT"

I have started reading the "All-Purpose Video Game Instructions Kit" (#279) with the intention of creating every possible combination of filling in the blanks. Using my \$20,000 desktop computer, I figure there are 8,916,100,448,256 different combinations (that's over 8 trillion). At the rate of one combination each half second, it will take me 141,267 years to read the entire article. Thanks, MAD, for providing me with garbage reading material for the rest of my life.

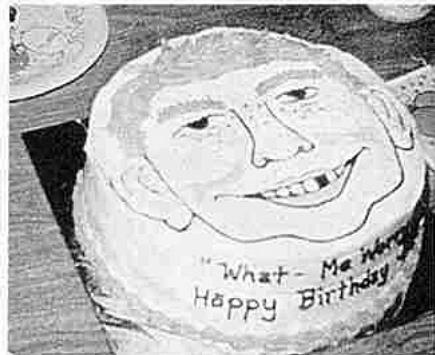
Dr. T.G. Rauscher
Fairport, NY

And a small life it is! —Ed.

ALFRED TAKES THE CAKE

Listen to this case of child abuse! For my eleventh birthday, my mother secretly planned a MAD party! There were pictures from the magazine all over, Alfred E. Neuman was on my cake and a subscription to MAD was one of my presents. Oh, the suffering!

Jamie Michurka
Saginaw, MI



Half-baked birthday idea?

THE CASE OF THE DIABOLICAL DUCK

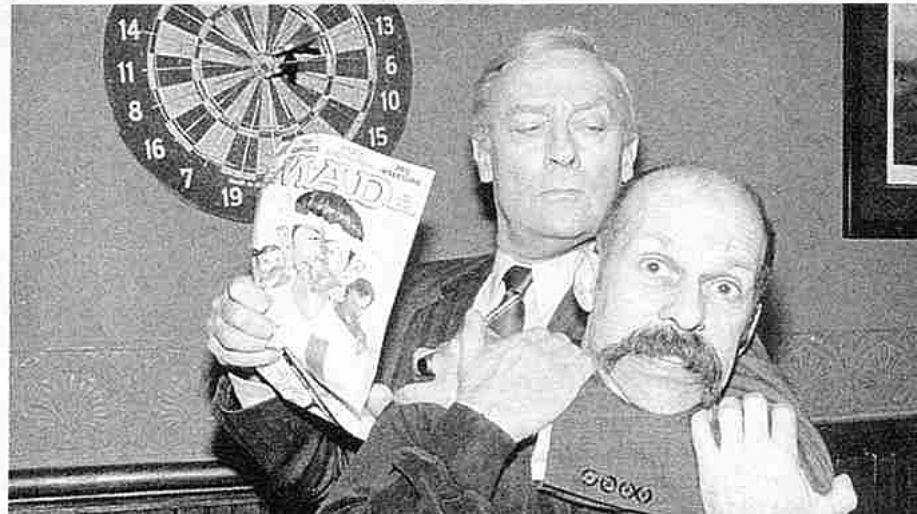
In MAD #277 you mentioned that Duck Edwing is a longtime contributor to your magazine. Being a MAD reader for seven years, I checked all my back issues and found not a single Duck Edwing cartoon. I did find a lot of Don Edwing cartoons, though, and they look exactly like Duck's. I also noticed you stopped running Don's at the same time you started Duck's. Using my keen detective skills, I came to the obvious conclusion—Duck is Don's evil twin brother and has Don locked in a basement!

Brandon Brown
Kent, WA

Clever, Brandon, but not clever enough! The real solution to the mystery is that Don changed his name to Duck right after that messy tax evasion charge back in '86!

P.S.: Shortly after April 15, 1989, look for our new MAD artist "Doc" Edwing! —Ed.

EQUALIZED!



It took some time to track down MAD writer Dick DeBartolo, but The Equalizer (Edward Woodward) finally got the chance to even up the score with Dick, author of our spoof "The Tranquilizer" in MAD #271.

A CLOTHES CALL FOR DAVE BERG

Why are the people in "The Lighter Side Of..." always wearing out-of-style clothes like bell bottoms and bad-looking tennis shoes?

Dan Anderson
Grand Rapids, MI

I've been wondering for some time how MAD can be such a great magazine and so up to date on everything from movies to the President, except for one thing: Dave Berg! It's like he doesn't get out much or something, the clothes he makes people wear! Does he do it on purpose, or are there really people that dress that bad in the 80's?

Donna Rose Maiorski
Whittier, CA

There are several theories to explain Dave's taste in clothing: Theory One: Dave lives on Antarius and is just now receiving Earth signals from 1968; Theory Two: Dave's property butts up against a Salvation Army Thrift Shop. (Go Figure!) Theory Three: Dave's fashions are up to date—obviously your newsstand is selling old issues!

Research into this is continuing. If you have a theory of your own, send it to us at: Explaining Dave Berg, c/o MAD.—Ed.



WATCH OUT!

We can understand it if you don't have the time to read MAD, but now there's no excuse for not having "MAD Time." Concepts Plus, Inc. has introduced "MAD Time," Alfred E. Neuman's line of watches and clocks. His gap-toothed grin decorates the face of the watch, and because his hands are tied up in a strait-jacket, his legs are the hour and minute hands (so maybe we should call them hour and minute feet!). To purchase it (and not grub it off us like the Usual Gang of Idiots did!), check your favorite watch and clock store. If they don't have it, picket them and demand they write to Concepts Plus, Inc.—350 5th Ave., Suite 621, New York, NY 10118, or call (212) 967-5700.

Rose A. Harty
Executive Vice President
Concepts Plus, Inc.



A face that could stop a clock.

Please Address All Correspondence To:
**MAD, Dept. 281, 485 MADison Avenue
New York, New York 10022**

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped envelope!

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I enclose \$46.75* Please send me the next 40 issues of MAD...PLUS MORT DRUCKER'S "MAD SHOWSTOPPERS" AND DICK DEBARTOLO'S "HERE'S MAD IN YOUR EYE" ABSOLUTELY FREE! (And make it quick!)

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USE COUPON OR DUPLICATE

HIPPOCRATIC OAFS DEPT.

Here we go with MAD's version of the medical TV series about a fictional hospital where the doctors and nurses are more concerned with their own problems than those of their patients. Hmmm, that sounds just like a *real* hospital! It's a fictional hospital where the administrators are more interested in making a prof-

ST. HEATH

ARTIST: MORT DRUCKER



it than healing the sick. Hey, *that's* like a real hospital too! It's a fictional hospital where patients receive inferior treatment from a bunch of wise-cracking, unqualified medical trainees. Uh-oh, *that's* painfully real! Since this "fictional" TV show is so much like real life, you now know why we call it...

THE SCARE

WRITER: FRANK JACOBS

I'm Ailin' Dreg, Muck's unhappy wife! I left Muck because of his malpractice in bed! His idea of sexual bliss was fondling me with his stethoscope and talking dirty in Latin!

I'm Dr. Velcro Earwax, and for years I've taken Dr. Dreg's vicious abuse in the O.R.! I knew there was more to life than that, so I married Loopy! Now I get vicious abuse around the clock!

I'm Nurse Loopy Earwax! Sure, I take out all my resentment and anger on Velcro, but what's a marriage if you don't share?

I'm Nurse Helium Nembutol, and I've been going through a mid-life crisis since I was 19! I've had four marriages, been ravaged by disease, and now I'm hooked on downers! Is it any wonder the younger nurses look up to me as a role model?



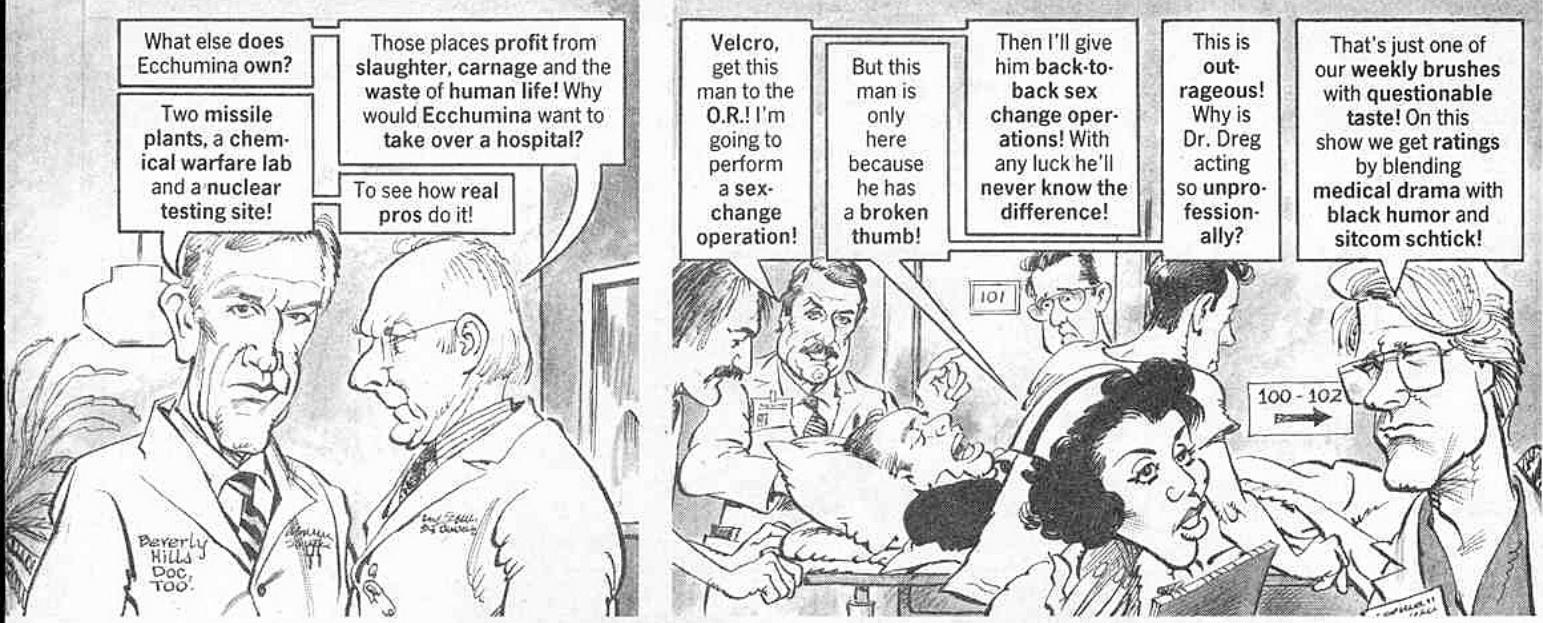
I'm Dr. Wham Discus, St. Healthscare's resident nonconformist! I do things like lacing blood samples with Dr. Pepper or hot-wiring EKG machines or filling the nurses' lounge with cadavers! Of course, I have my lighter moments as well!

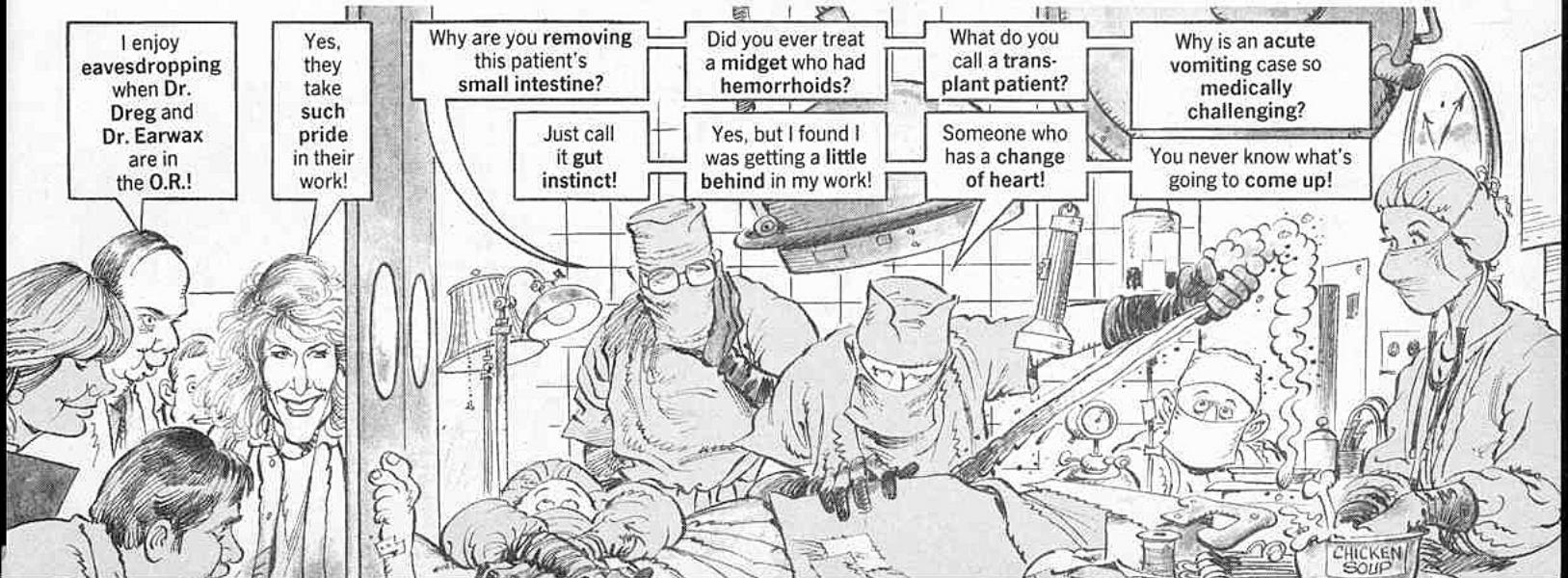
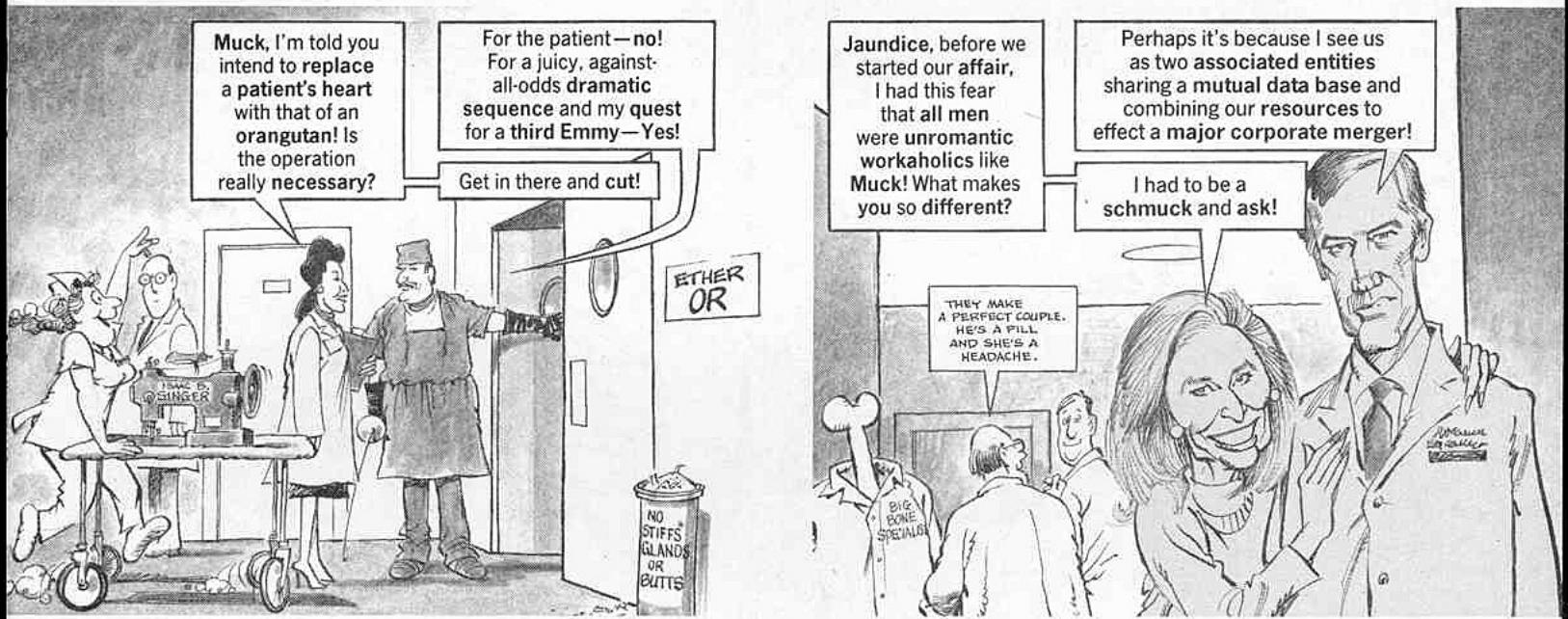
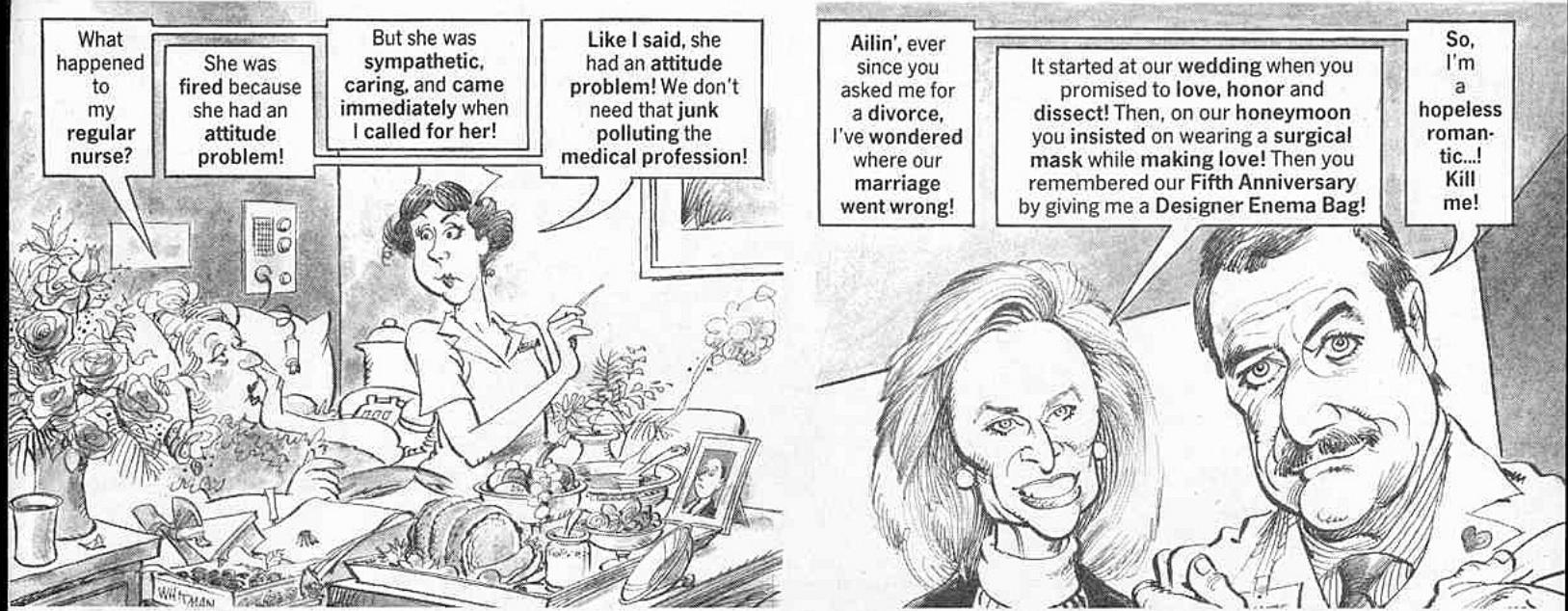
I'm Dr. Jerkie Weed, a sexually-confused divorcee! I just love it here, especially when I help Dr. Dreg cut open a patient! You just never know what cute little diseased things you'll find inside!

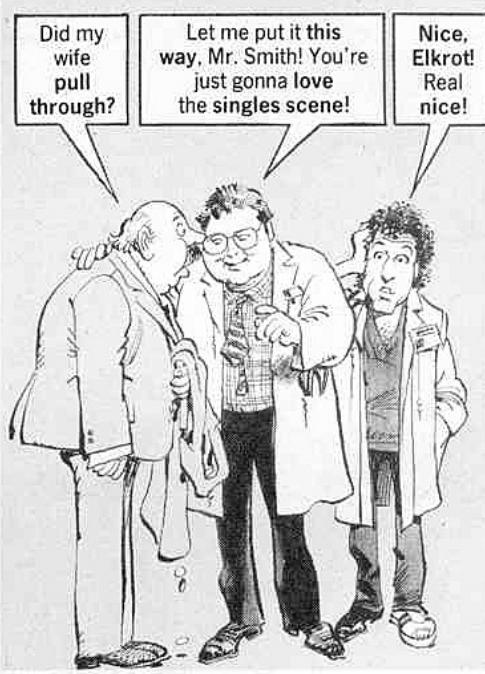
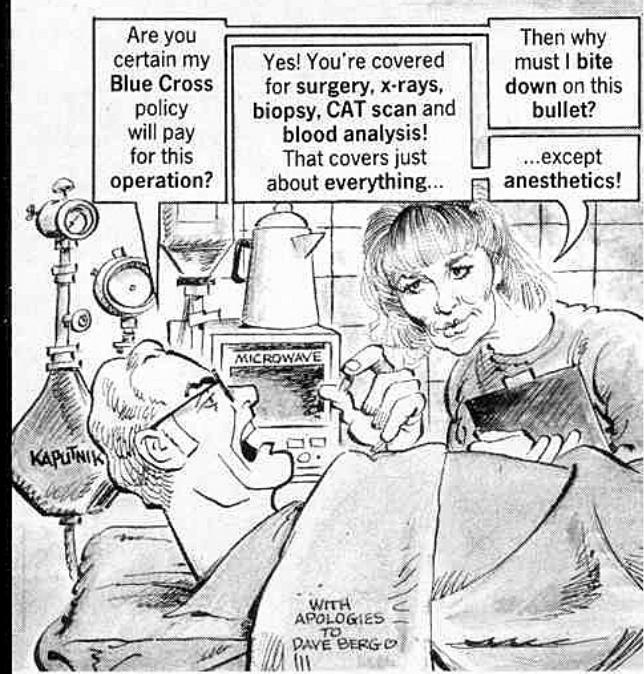
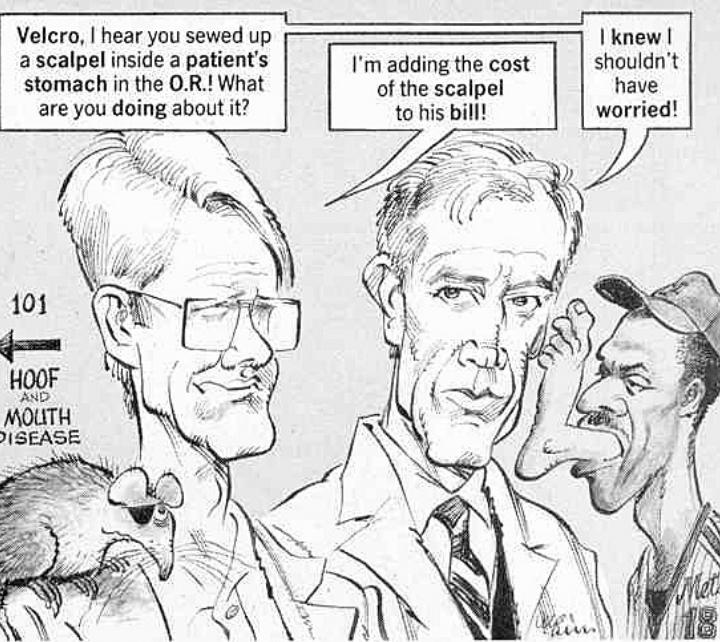
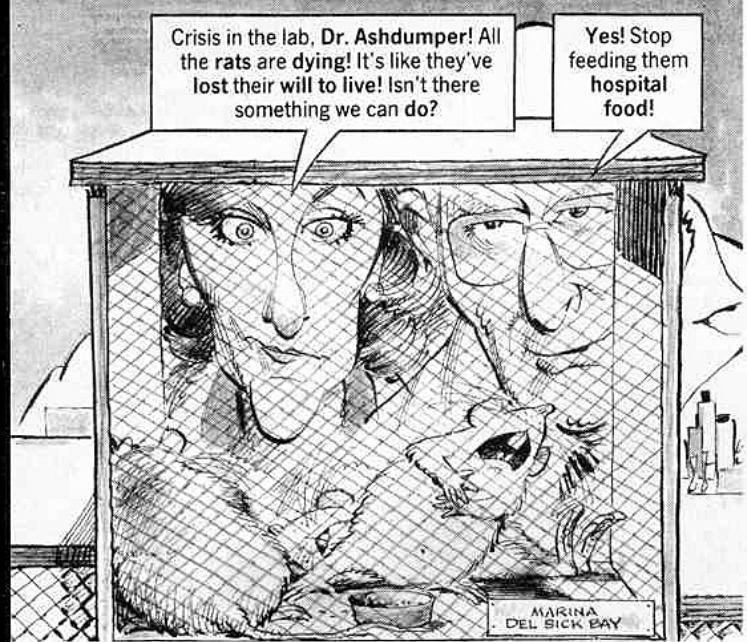
I'm Dr. Junk Milligram! Gee, after my wife was horribly killed and I was raped by a convict, I thought I'd never get my act together! Then I saw the light and became a Born-Again Masochist! Now I just can't wait for the next humiliating outrage!

I'm Dr. Gargle Novena! I'm a clean-minded, pure girl leading a clean, pure life! I've got no personal problems and I perform my duties professionally! Which is why I'm asking: **WHAT AM I DOING HERE?**



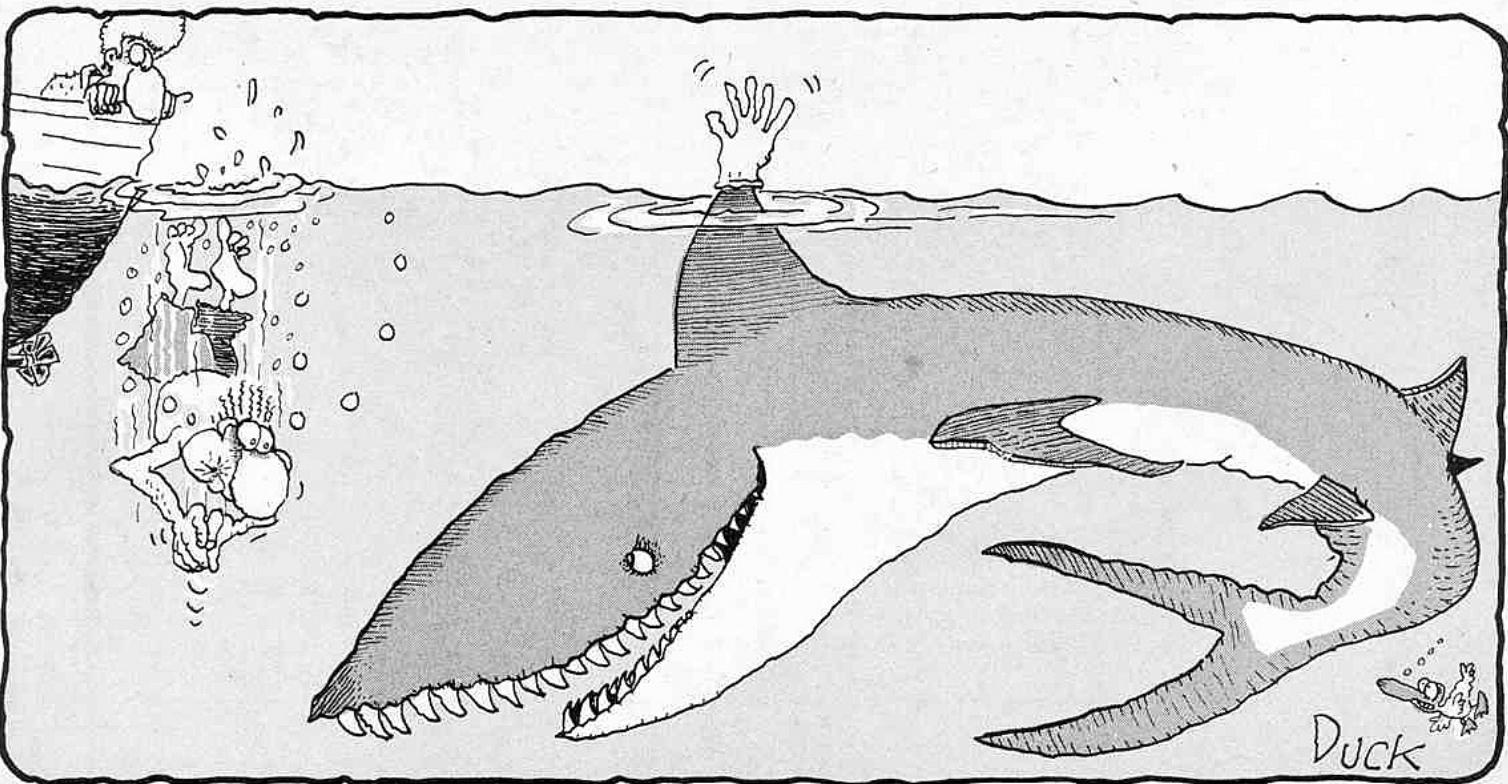
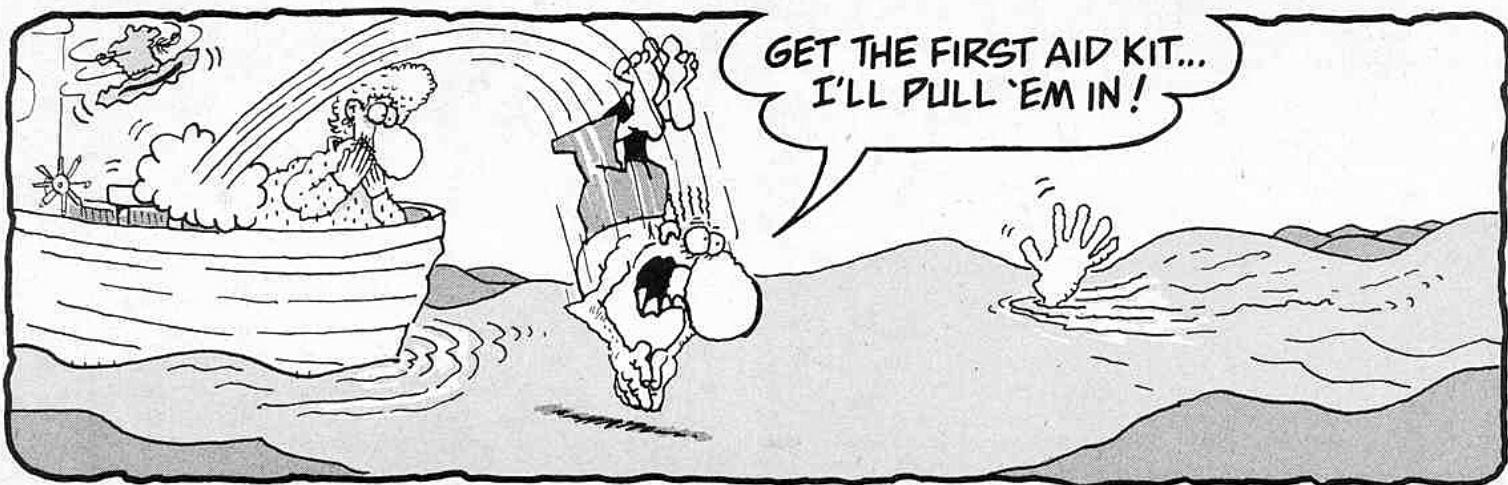








THE PERILOUS PACIFIC PICKLE



MUTT ADO ABOUT NOTHING DEPT.

You've seen his TV commercials! His Posters! His T-shirts! His stuffed toys! But what about

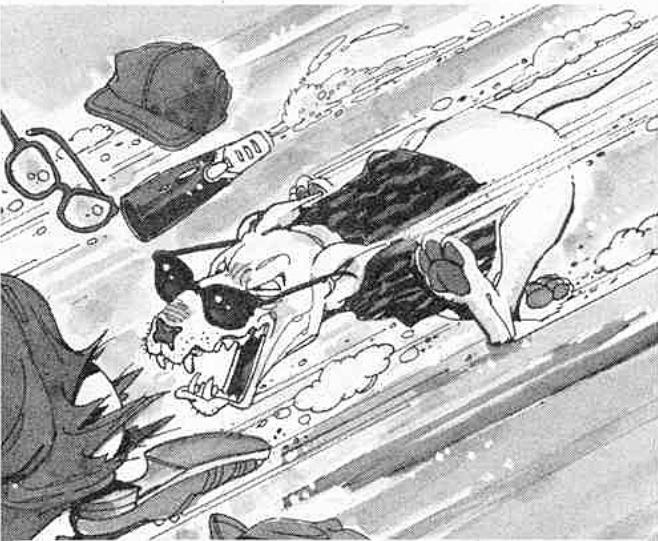
SPUDS MACKENZIE



ARTIST: BOB JONES



This is my very first picture. As you can see, even as a puppy my tastes were different from the other dogs!



Here I am chasing those two hayseeds who live next door. I think their names are Bartles and Jaymes or something. Everytime I bite them all they can do is say "Thank-you for your support." What geeks!



Ouch! When this snapshot was taken, I was trying to make my way home from a meeting of my local chapter of the ASPCA (the Association for Stupid Pooches Craving Alcohol)!



Can you spot me? I'm the one with the big cigar, surrounded by some of my hundreds of merchandising spin-offs. Like my idol P.T. Barkum said, "There's a litter of suckers bred every minute!"

the animal *behind* the ultimate party animal??? Here are some very candid snapshots from...

E'S PHOTO ALBUM

WRITER: CHARLIE KADAU



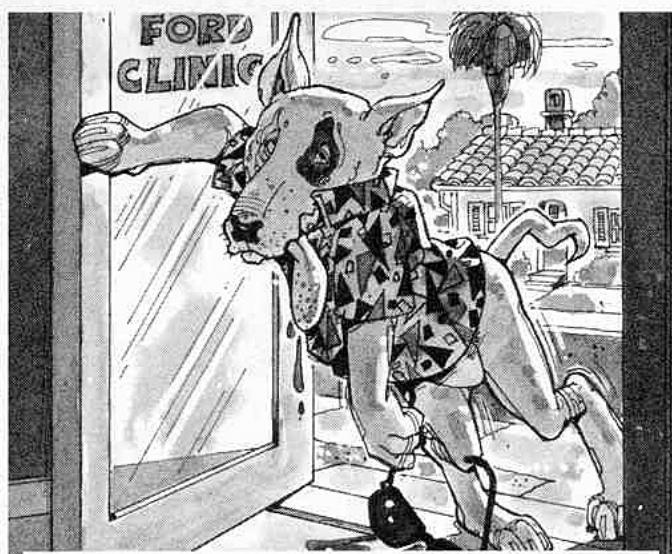
This was one night I wasn't the hit of the party!



This happens whenever I enjoy a frosty brew. I get some foam on my mouth and everyone starts running away shouting "Mad dog! Mad dog!" Well sure, my drinking is impairing my vision and brain functions, but I'm not rabid!



Some dog show! They kicked me out just because I didn't have my Kennel Club papers, and I was a shoo-in to win "Best Hawaiian Shirt in show."



This is me entering the Betty Ford Clinic. Drinking was making my liver as big as a can of Alpo! It's boring here, but it was great seeing my good friends Liza and Chevy again!

IF...

(Revised for the '88



*IF you can call yourself a friend of labor,
When corporations pay for your campaign;
IF you can preach that man should love his neighbor,
While letting civil rights go down the drain;*



*IF you can swear the deficit you'll handle,
While knowing that your plan will prove a bust
IF you can pledge there'll be no White House scandal,
When sev'ral of your cronies you don't trust;*



Campaign)



If you can stand behind the Constitution,
Then twist its meaning till it serves your ends;
If you can lead the fight against pollution,
Then make a few exceptions for your friends;

If you can pledge an end to reckless spending,
Then chalk your failure up to poor advice;
If you can shout our nation needs defending,
While selling out for peace at any price;

If you can deal with runaway inflation,
Explaining you inherited the mess;
If you can make a low-down accusation,
Then claim you were misquoted in the press;

If you can follow through as we've directed,
And use these clever tactics in the crunch,
Then, fella, you're a cinch to get elected,
Unless your rival beats you to the punch.



COMMUNICATION

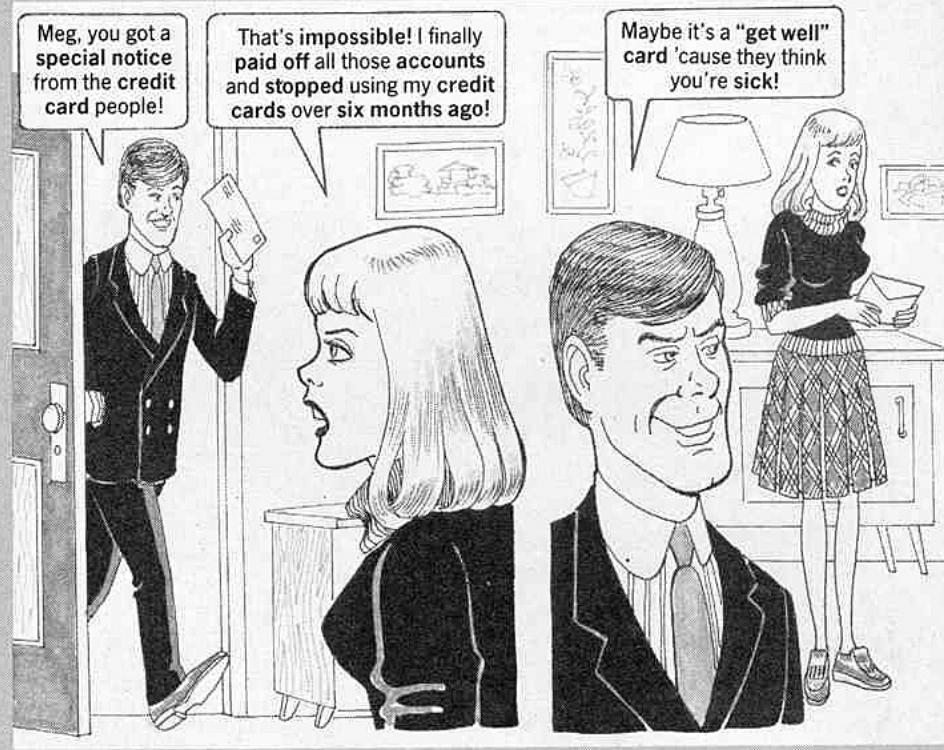


BERG'S-EYE VIEW DEPT.

THE LIGHTE IMAGES



CHARGE ACCOUNTS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

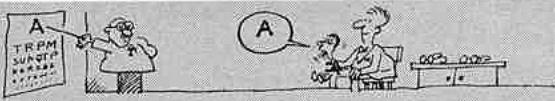
TRAVEL

Honey, you better hurry up your bath! The tour guide just called and said the luggage van is waiting for our bags! I've called for a bellhop and I'm packing all our clothes!

Yes, sir?

We're with the tour! Please get these bags to the luggage van that's going to the airport!

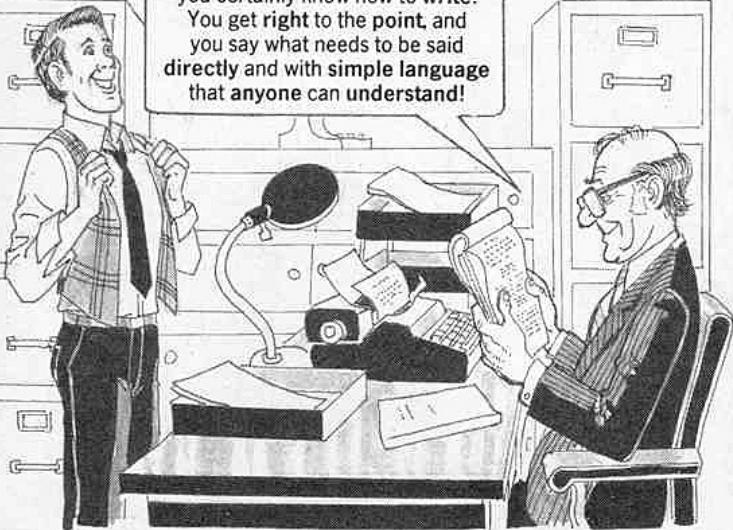
Okay, hon, I'm almost ready! Just hand me my blue dress!



PERFORMANCE

I must compliment you, Korn—
you certainly know how to write!
You get right to the point, and
you say what needs to be said
directly and with simple language
that anyone can understand!

But you forget, Buster, you're
working for the government!
And we're not going to tolerate
that kind of thing here!



DIVORCE

Marc, your father is divorced,
right? Well, I know this nice
lady who is also recently
divorced and I'd like to
introduce her to your dad!

Thank you,
Mrs. Hale,
but no
thank
you!

Dad's already paying
more alimony than
he can afford!



REGULATIONS

I'm sorry, kids, but this
movie is rated "R"!
Anyone under eighteen must
be accompanied by a parent!

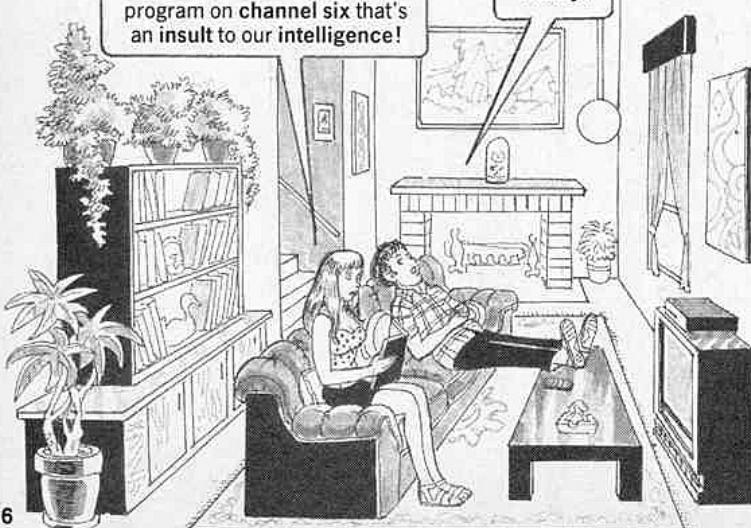


TASTE

This TV reviewer says there's a
program on channel six that's
an insult to our intelligence!

Really!

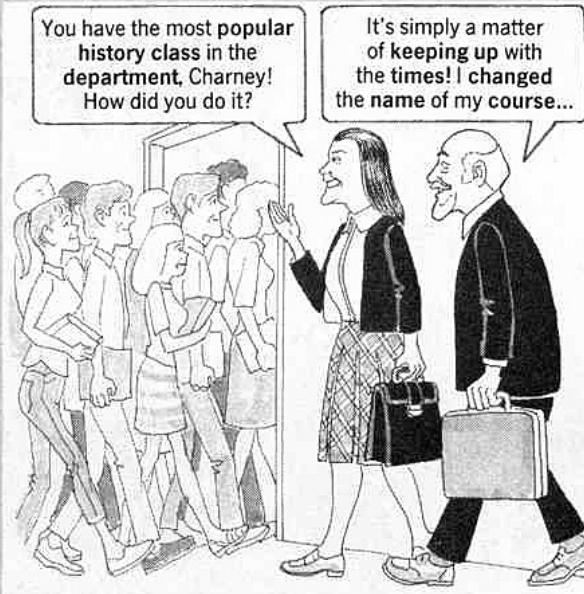
Did you say channel six?



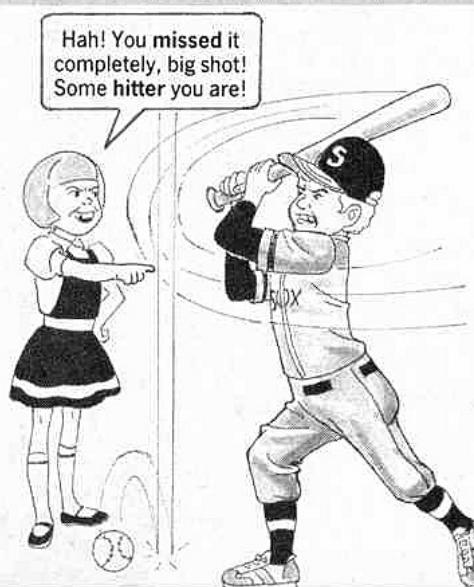
DINING OUT



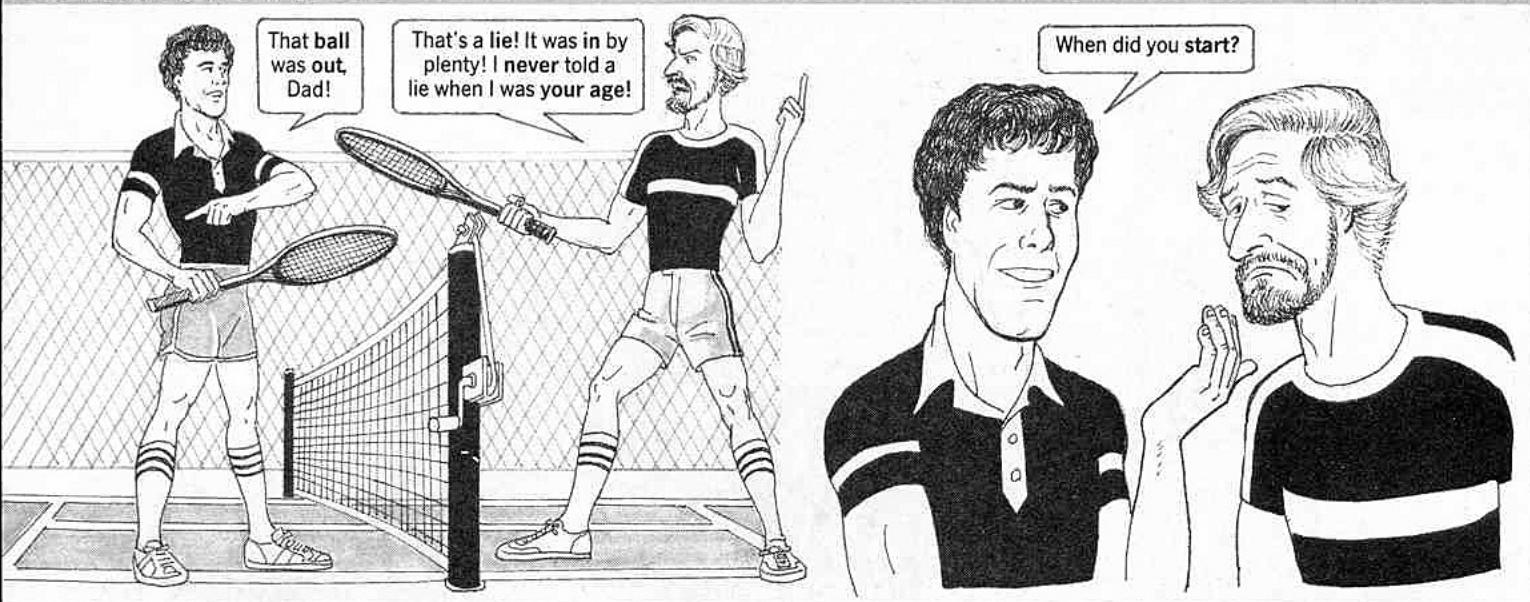
MODERN EDUCATION



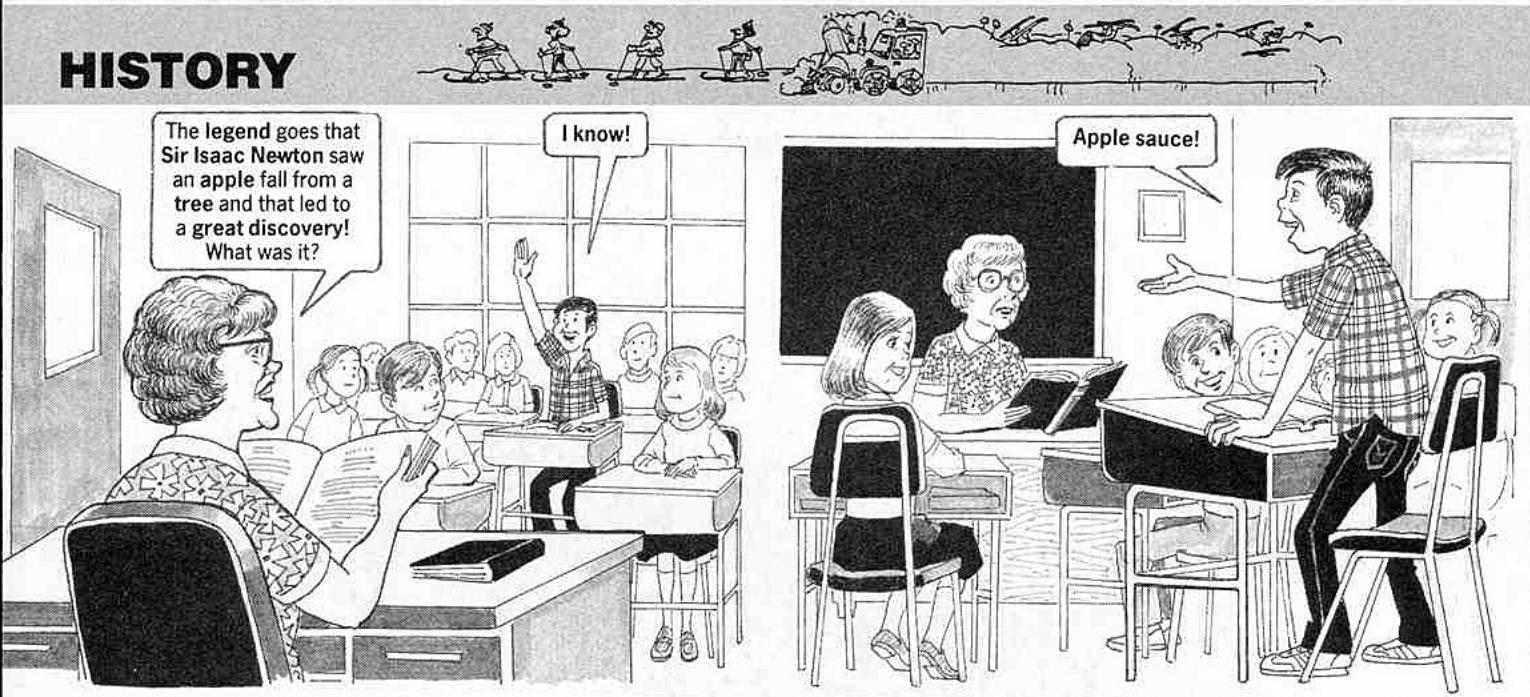
ABILITY



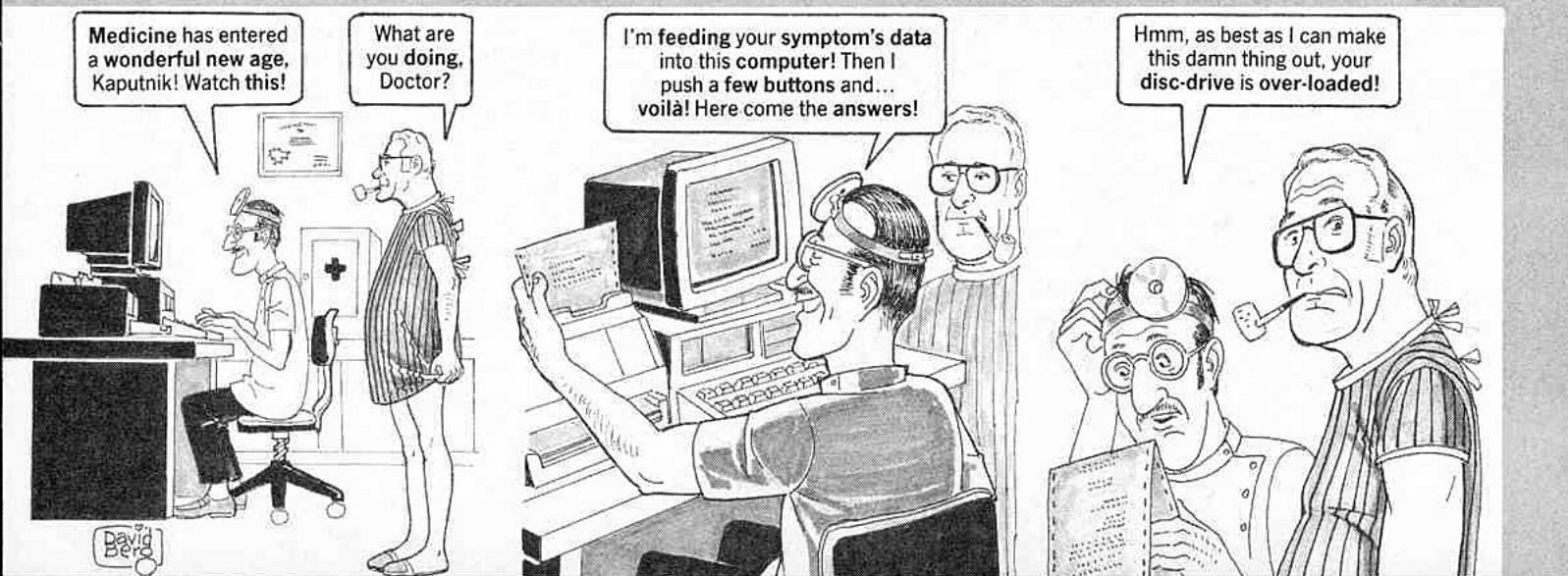
HONESTY



HISTORY



DOCTORS



ALL JAFFEE DEPT.

For years, artists who design U.S. postage stamps have been hiding small details in their work—details so minute they can only be seen under high magnification. When the government learned of this, it immediately withdrew the stamps and reissued them with the unauthorized details removed. But some of the original stamps are still circulating and worth thousands! Perhaps you have one in your desk drawer! That's why MAD presents...

ARTIST AND WRITER: AL JAFFEE

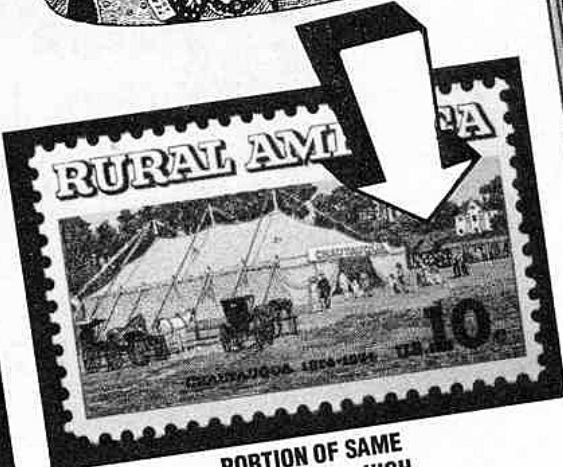
A COLLECTOR'S GUIDE TO STAMPS SNEAKILY DESIGNED FOR FUN AND PROFIT

HOW
THIS
CATALOG
WORKS

U.S. STAMP NO.: 1505
NO. STILL IN
CIRCULATION: 3
VALUE: \$20,000.00



SEEMINGLY
NORMAL
STAMP

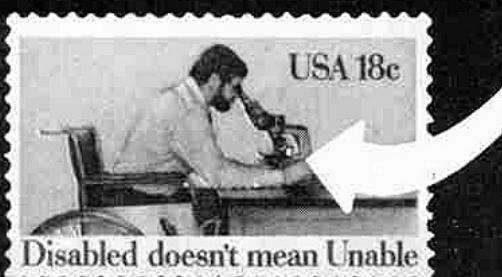


PORTION OF SAME
STAMP UNDER HIGH
MAGNIFICATION
(DETAIL REVEALED)

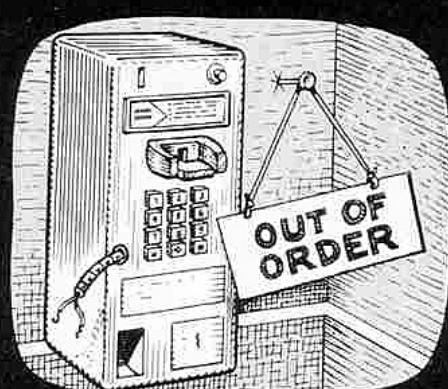
STAMPING
GROUND
33

Yes!
STAMP OF
APPROVAL

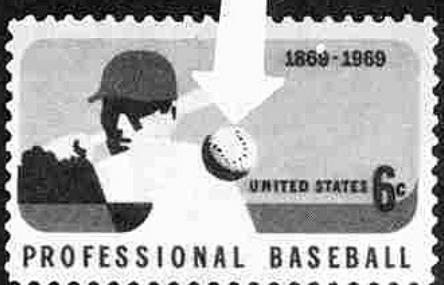
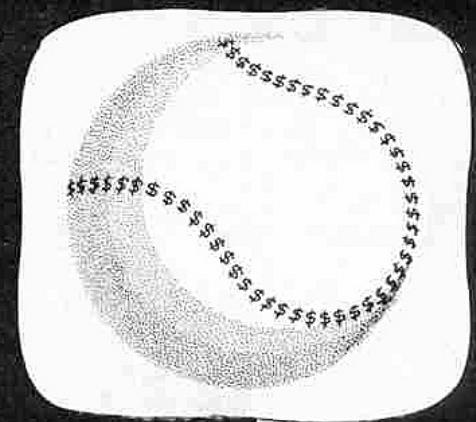
U.S. STAMP NO.: 2219e
NO. STILL IN CIRCULATION: 1
VALUE: \$100,000.00



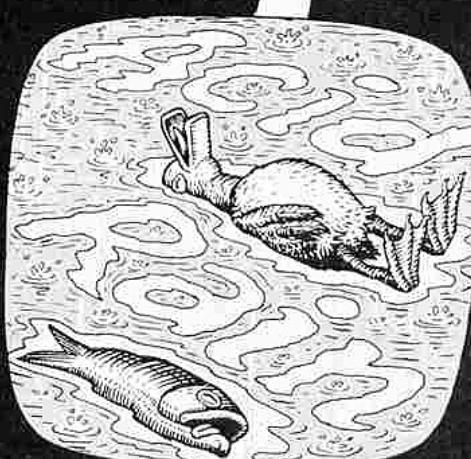
U.S. STAMP NO.: 1925
NO. STILL IN CIRCULATION: 21
VALUE: \$4,250.00



U.S. STAMP NO.: 1683
NO. STILL IN CIRCULATION: 44
VALUE: \$1,900.00



U.S. STAMP NO.: 1381
NO. STILL IN CIRCULATION: 28
VALUE: \$8,500.00



U.S. STAMP NO.: 2041
NO. STILL IN CIRCULATION: 56
VALUE: \$1,600.00

U.S. STAMP NO.: 2152
NO. STILL IN CIRCULATION: 2
VALUE: \$65,450.00



U.S. STAMP NO.: 1805
NO. STILL IN CIRCULATION: 12
VALUE: \$10,050.00



U.S. STAMP NO.: 2114
NO. STILL IN CIRCULATION: 16
VALUE: \$6,000.00



U.S. STAMP NO.: 2093
NO. STILL IN CIRCULATION: 5
VALUE: \$17,650.00



U.S. STAMP NO.: 2046
NO. STILL IN CIRCULATION: 60
VALUE: \$3,350.00



U.S. STAMP NO.: 2106
NO. STILL IN CIRCULATION: 11
VALUE: \$10,500.00



U.S. STAMP NO.: 1577
NO. STILL IN CIRCULATION: 19
VALUE: \$5,750.00



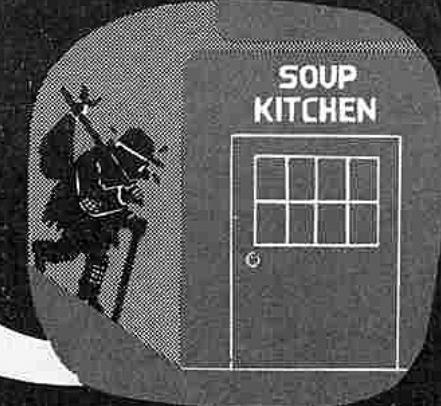
U.S. STAMP NO.: 1455
NO. STILL IN CIRCULATION: 81
VALUE: \$2,050.00



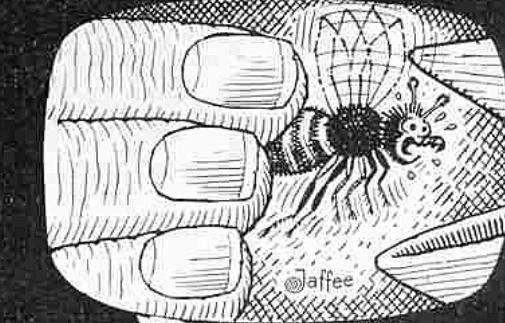
Old Faithful, Yellowstone
U.S. STAMP NO.: 1453
NO. STILL IN CIRCULATION: 131
VALUE: \$850.00



U.S. STAMP NO.: 2153
NO. STILL IN CIRCULATION: 22
VALUE: \$9,850.00



U.S. STAMP NO.: 1801
NO. STILL IN CIRCULATION: 35
VALUE: \$2,450.00

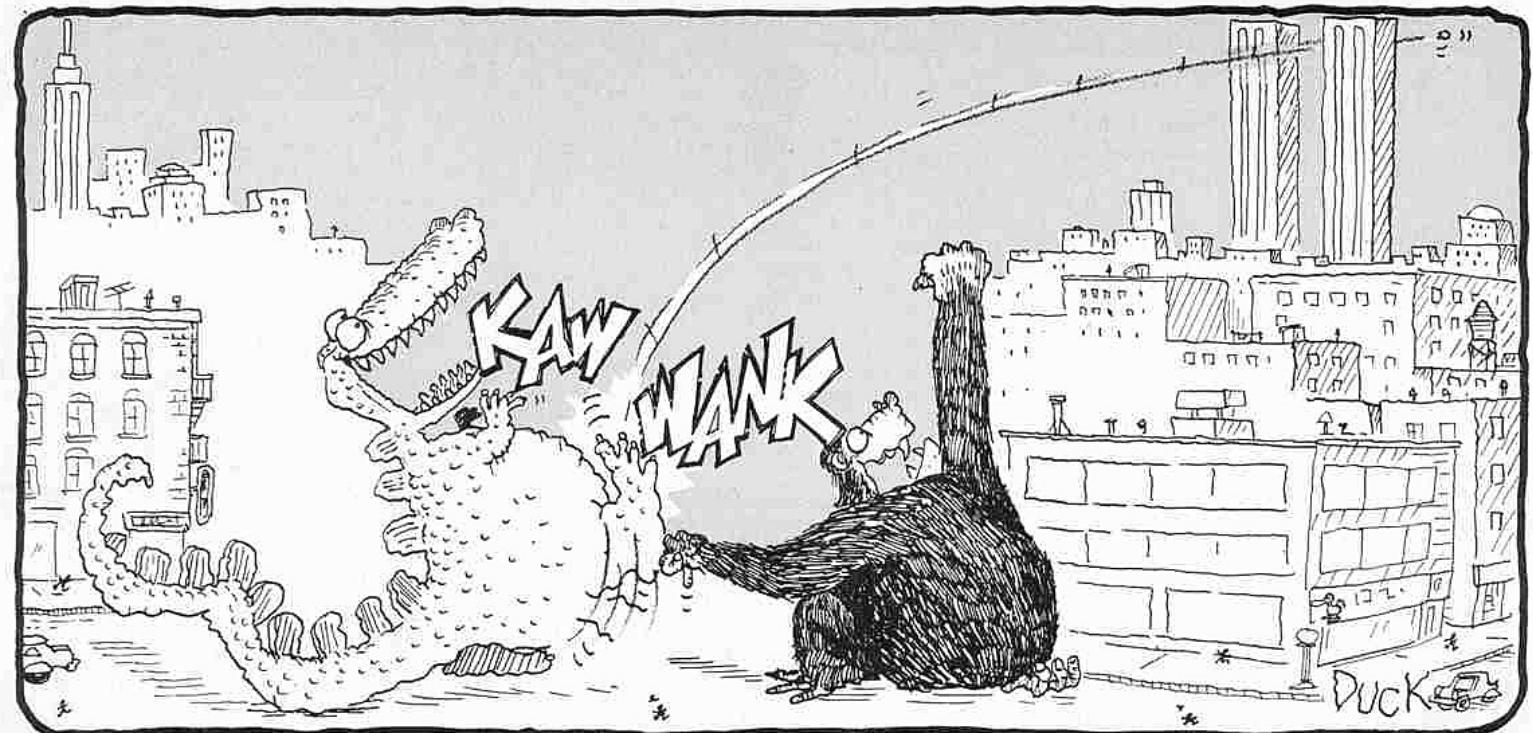
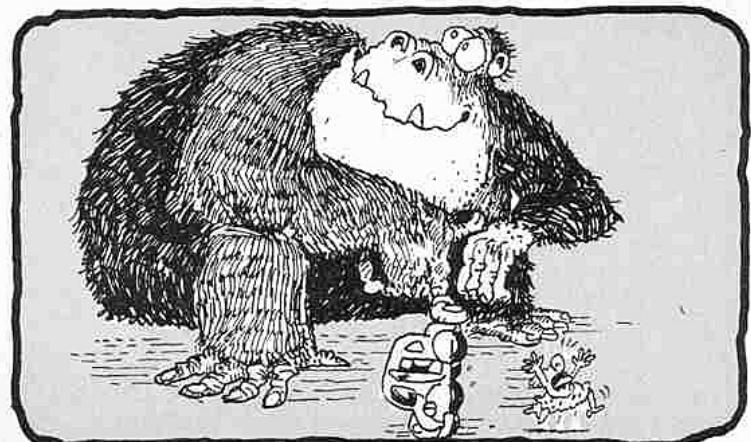


Performing Arts USA 15c



U.S. STAMP NO.: 2023
NO. STILL IN CIRCULATION: 48
VALUE: \$3,150.00

THE MANHATTAN MONSTER MONKEYSHINE



BEHIND THE NOMINATE BALL DEPT.

Mentally embellishing "chance encounter" with Dan Rather in the men's room into something **sure** to impress the guys at work.

Early drop-out candidate; still unable to wipe "campaign smile" off his face.

Finishing off a "joint" found on arena floor from Mötley Crüe concert a week earlier.

Wondering how one of those giant foam "#1" hands would look over the fireplace in the den.

Sole member of the Pro-Nuke/Anti-Medicare/"Let's Get Out of UNESCO" Caucus.

Ready to pounce on the first guy who says "chairman" instead of "chairperson."

Sure the folks back home are going to blame him personally for the pre-emption of "Hollywood Squares."

Just sobered up enough to realize that he's at the **wrong** party's convention.

The People Guide To Conv

Mad Watcher's A Political vention

Just set a new world's record for "Longest sentence in a speech with no content whatsoever."

Sneaking a quick nose-pick while he's *sure* all 4 networks' cameras are pointed elsewhere.

Considering a vote switch on the next ballot to improve his chances with that *hot babe* from the Ohio delegation.

Knows the front-runner's cousin's chiropractor personally: hoping for a Cabinet appointment after the election.

First-term city councilman "laying groundwork" for possible run for the *Presidency* in the year 2016.

Veteran of nine party conventions; has pointless and boring stories to prove it!

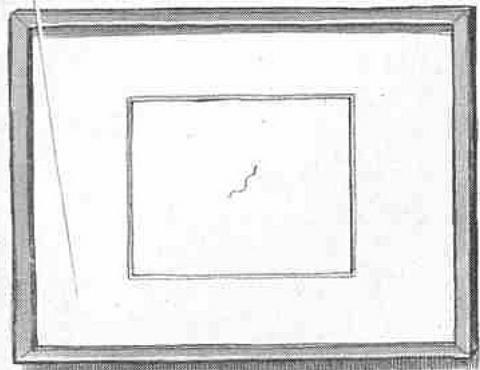
Wishes the chairman would hurry up and adjourn; has sink full of water balloons waiting back at his hotel.

AND THE BEAT GOES ON...DISPLAY DEPT.

Since the Pro Football Hall of Fame is located in Canton, Ohio, and the Pro Bowler's Hall of Fame is located in Akron, Ohio, it didn't surprise us when the exciting (yawn!) city of Cleveland, Ohio was chosen as the site of the Rock & Roll Hall of Fame! We realize, however, .

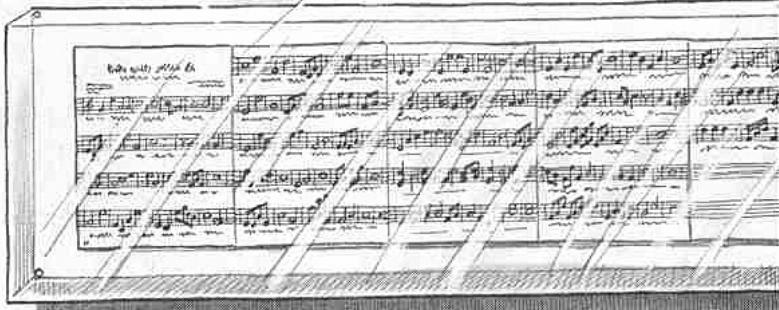
A LOOK AT MAD'S ROCK

ARTIST: SAM VIVIANO



The first Menudo
Chest Hair.

Ticket stub from a
Run-D.M.C. concert
that did not end in
vandalism and
violence.



The sheet music to the one song on earth
that neither Michael Jackson nor
Paul McCartney own the rights to.

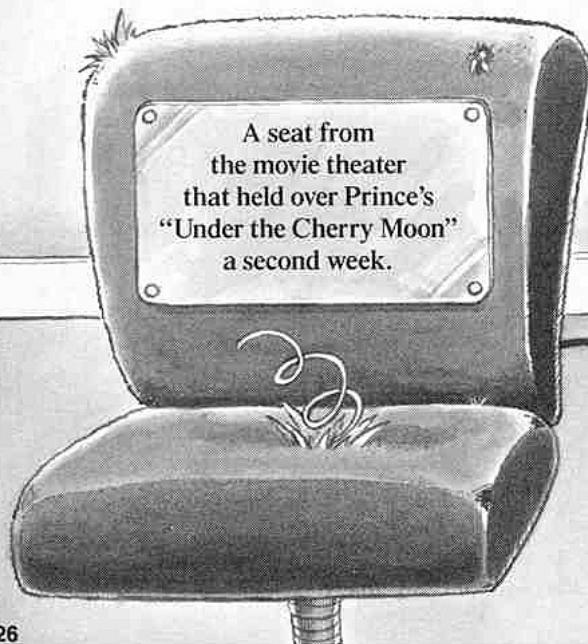


A rare photograph of
ZZ Top in first grade.

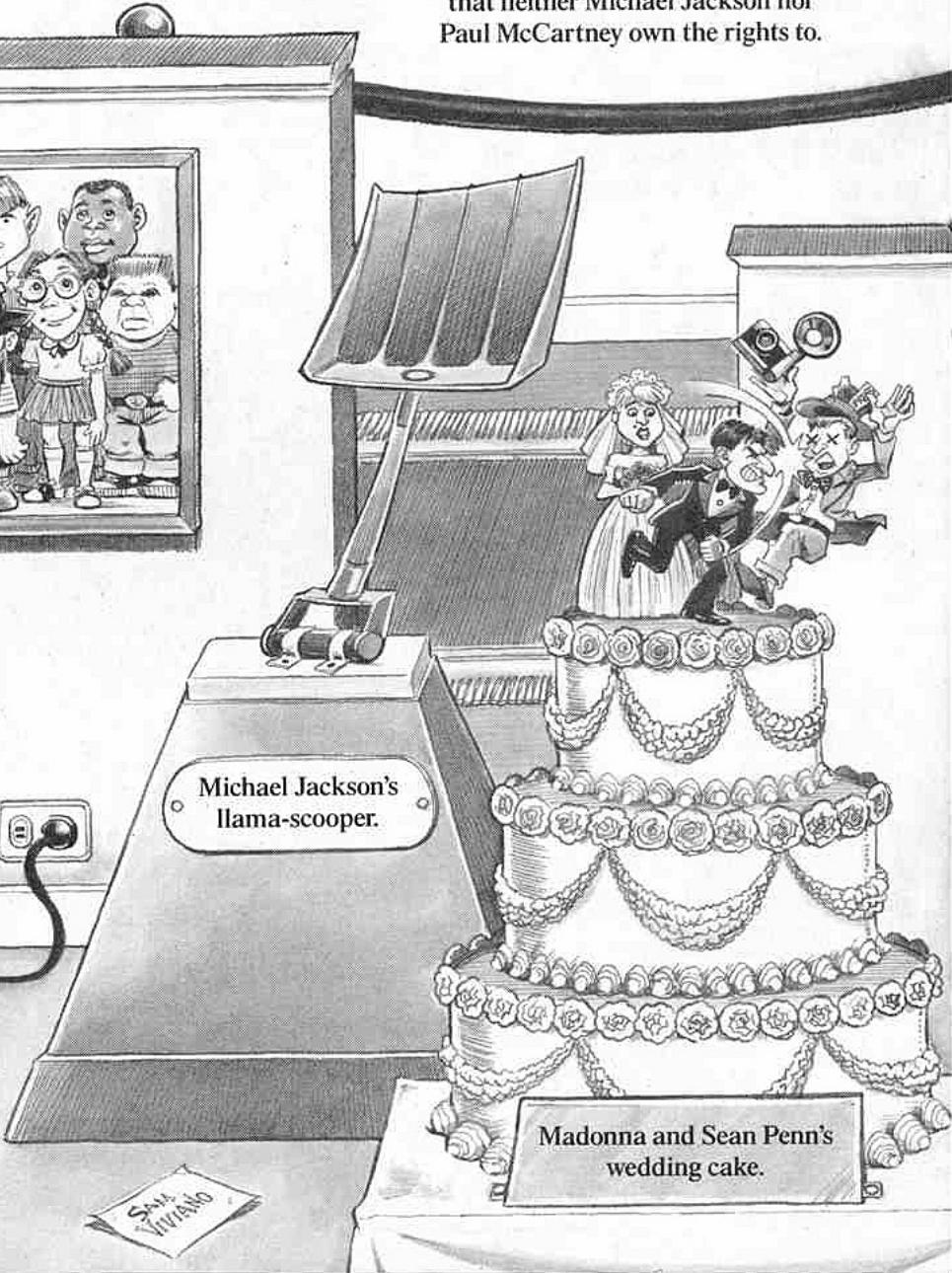
A seat from
the movie theater
that held over Prince's
"Under the Cherry Moon"
a second week.

Michael Jackson's
llama-scooper.

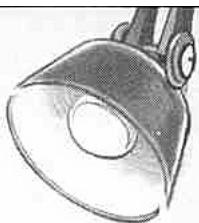
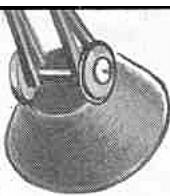
Madonna and Sean Penn's
wedding cake.



SAM
VIVIANO

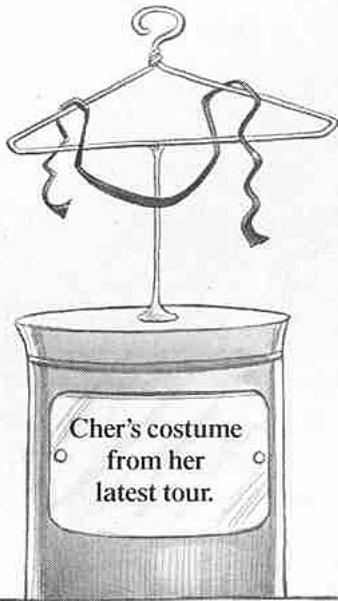


that since most MAD readers vacation in such boring and uninteresting locations as Disneyworld or Hawaii, they won't have the time to visit this new landmark. For their benefit, we've put together some rock exhibits of our own and now offer (at no additional charge)...



& ROLL HALL OF FAME

WRITER: DESMOND DEVLIN

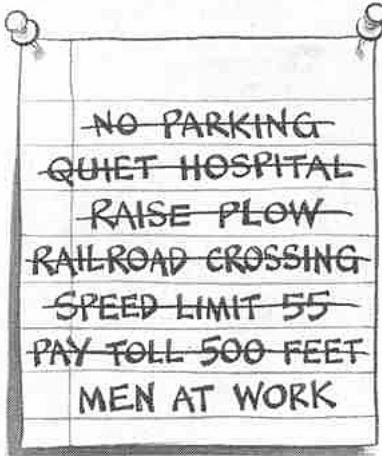


Cher's costume
from her
latest tour.



Unused combs, brushes,
shampoo and mousse
(Donated by Phil Collins).

Original list compiled by "Men At Work"
of possible names for their group.



THE HALL OF AMAZING ROCK FANS



Want lots of birthday presents? Cash gifts? Want to be remembered in their wills? Then use these...



FOOLPROOF WAYS SUCK-UP TO GRAN

Accept their pet names and
wet kisses graciously...



Rave over Grandma's cooking...



Imitate Grandad's wardrobe...



Engage them in their favorite sports...



TO DPARENTS

Let Grandpa win at arm wrestling...



Ask Grandpa how it was in the real Army...



Take grandma to the junior prom...



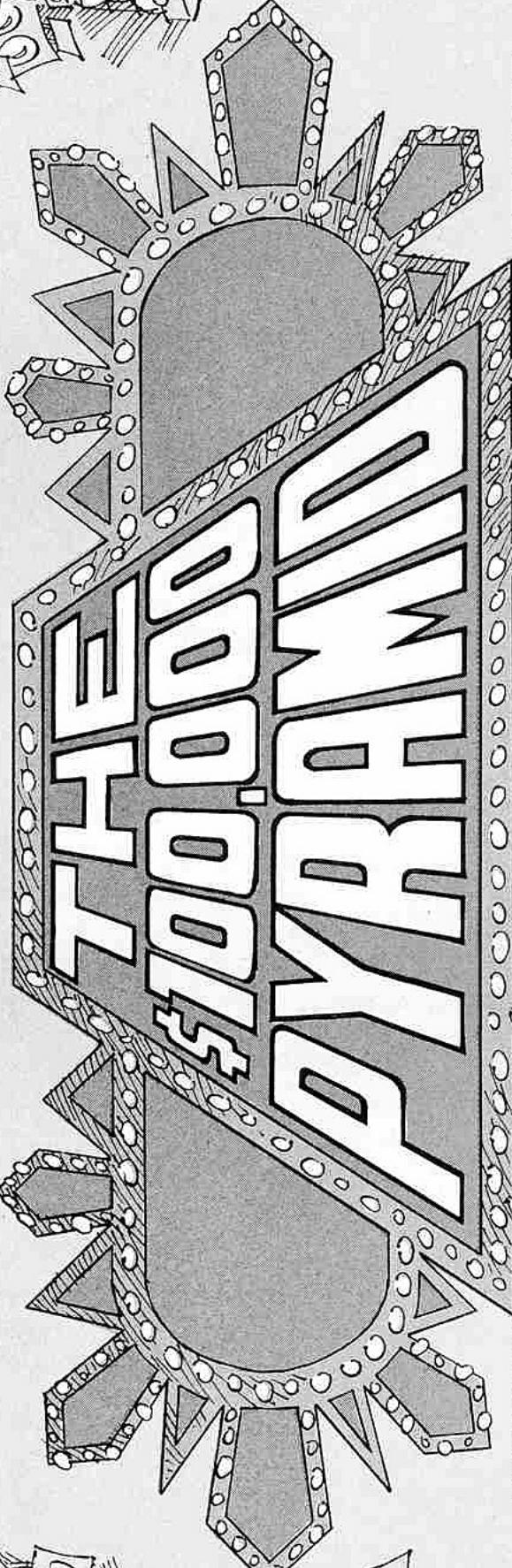
Toast them with a prune juice and warm milk cocktail...



ASK BACKWARDS DEPT.

"The \$25,000 Pyramid" ain't just another game for brain-dead couch potatoes! No! It's worse! Why? Because it's BORING! Because almost every player walks off with big cash! In fact, this show makes us just about SICK of big cash! We don't object to money, but it shouldn't be so easy to win. Let's have some suspense! MAD wants those contestants sweating bullets, writhing in their chairs, twisting their guts into pretzels! Yeah! Mr. and Mrs. E-Z Dough will wipe the dollar signs out of their eyes when they face these...

REALLY TOUGH CATEGORIES FOR



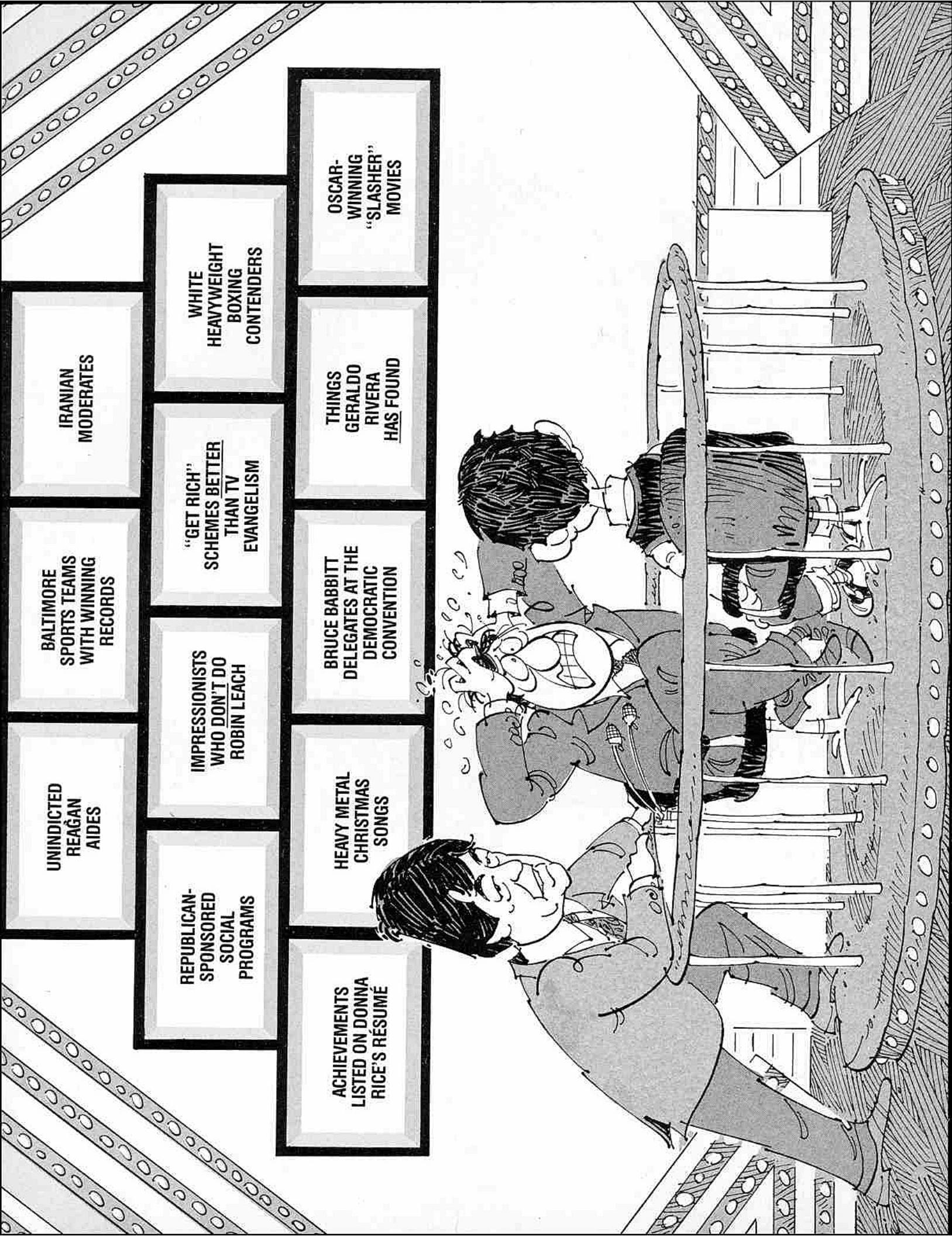
ARTIST: PAUL COKER

WRITER: MIKE SNIDER

GEORGE BUSH'S
ACCOMPLISHMENTS
AS VICE PRESIDENT

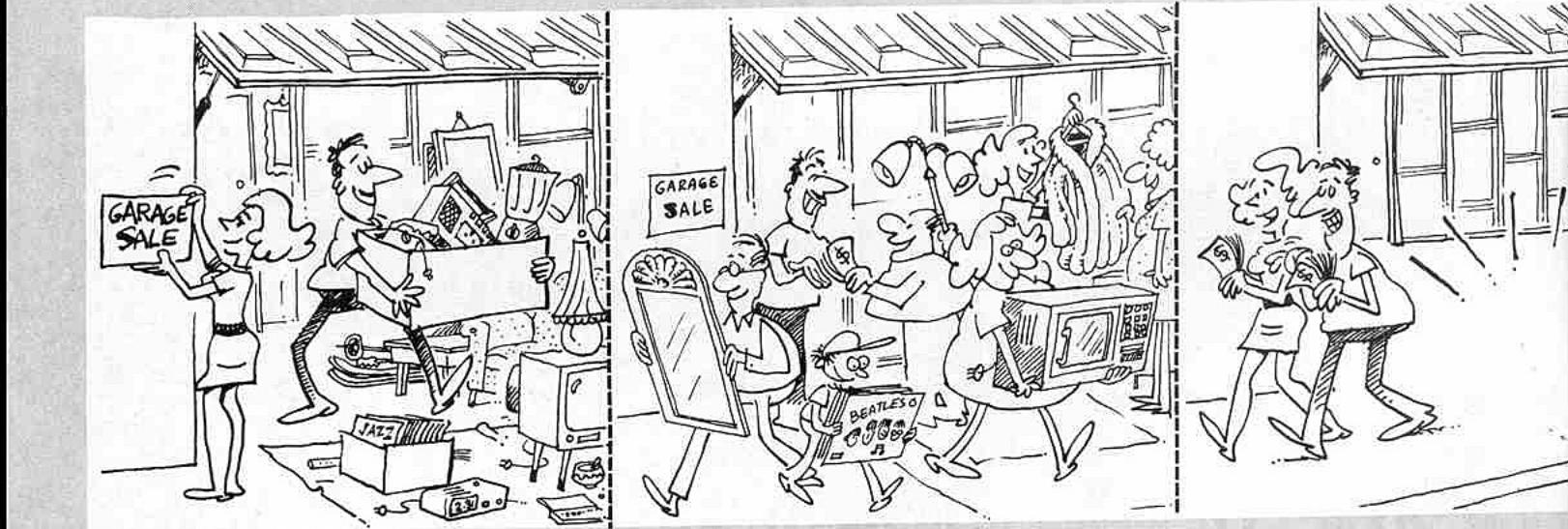
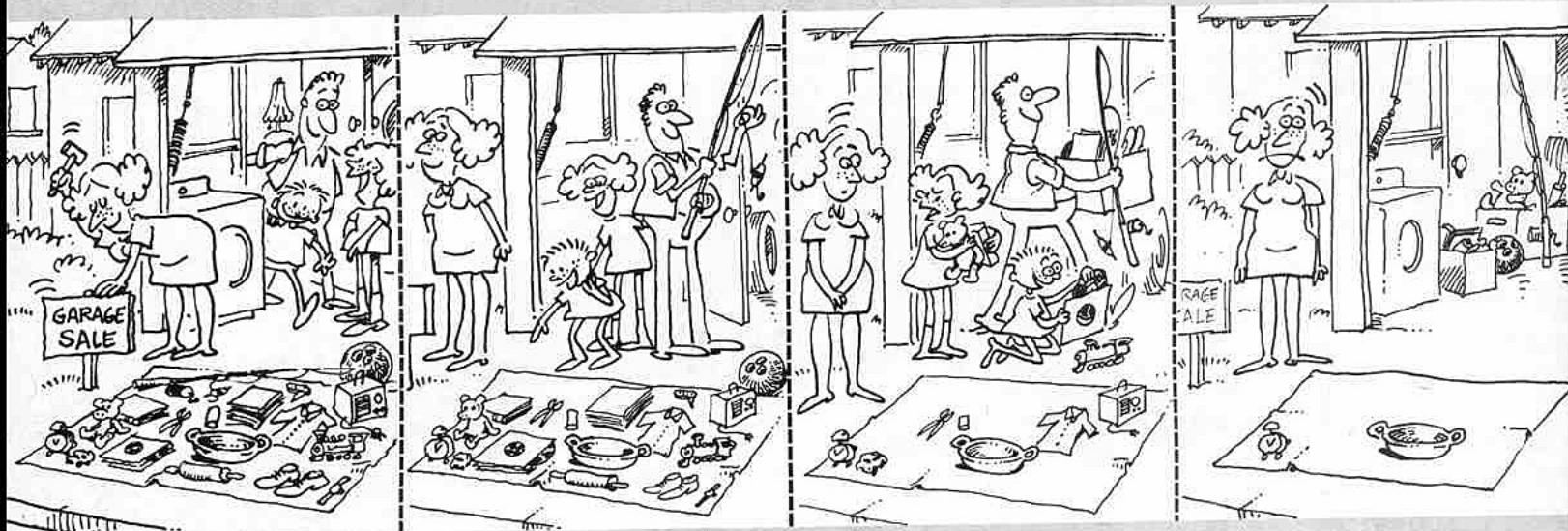
DIFFERENCES
BETWEEN
RAMBO I,
II AND III

SATANIC
COUNTRY &
WESTERN
GROUPS



SERGE-IN GENERAL DEPT.

A MAD LOOK AT GARA



GE \$ALES\$



ARAGONES

REBEL WITHOUT A COS DEPT.



Well, well, well, little Denice Hexable has left home and run off to college. She expected to find plenty of new friends, new adventures and most of all, some loyal viewers she could call her very own. But alas, all she found was ...

I'm Denice Hexable. I got into Swillman College on my own! I run my own life and I don't depend on my family for anything! Except my tuition, my allowance and the fifty-million viewer lead-in audience to this deadly spin-off!

I'm Yolessa Winsome, one of Denice's roommates. I'm sort of bouncy, offbeat, strange, unpredictable — you know, all the quirks they give a sitcom character, hoping that one of them catches on with the audience!

I'm Baggie, Denice's other roommate! I'm supposed to be naive about life, but it's only an act. I'm actually rooted in reality! And if you don't believe me, check my horoscope!

I'm Whitley, the perfect southern belle! Some of the other students think I'm snobbish. But what do their insignificant opinions mean?! I didn't want to be on this sitcom anyway! I wanted to be on *Designing Women*! After all, that's where I stole my character from!

I'm Pain Vane, God's gift to women! When women see me from a distance, they start to quiver. And when I get close to them, they really shake and get nauseous and barf! Hey, let's face it — when you've got it, you've got it!

I'm Anne Beates, ex-producer of this show. Liza Bonehead fired me over "artistic differences." She said she'd give me particulars as soon as she finds out what "artistic" means!



AN INDIFFERENT WORLD



Denice, why won't you go out with me?
Because, Pain, you're pushy and obnoxious!
Don't believe that! It's just a ploy to cover up the fact that I'm insensitive and overbearing!
That's true, but I just don't have time for dating! I have my studies to worry about!
Just what are you studying?
That's the other thing I have to worry about! Finding out what I'm supposed to be studying!



ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Where's the guest lecturer going to speak today?
There's a guest lecturer?
Yeah, as part of our Communications course!
This is the first I'm hearing about it! Boy, talk about your lack of communication!
The guest lecturer is Norman Leer.
Never heard of him!
He's supposedly responsible for many of TV's quality sitcoms!
No wonder you've never heard of him!



Baggie, may I,
Pain Vane,
the sex symbol
of Swillman,
buy you a soda
before class?

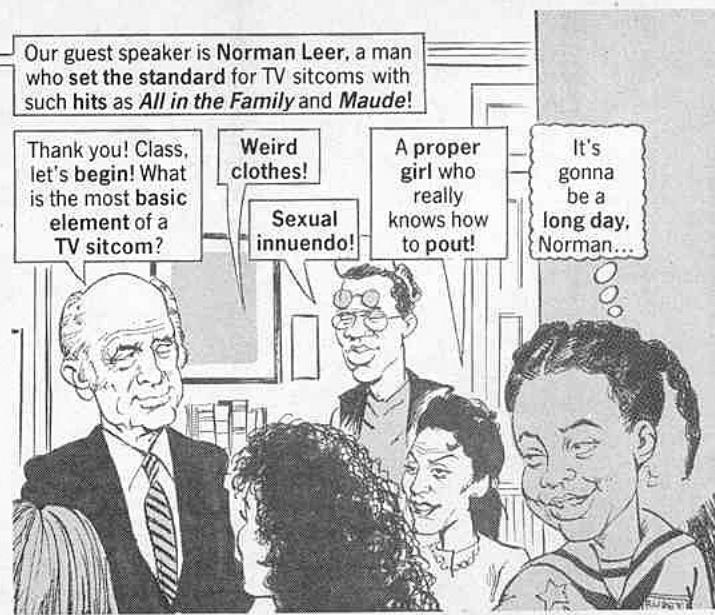
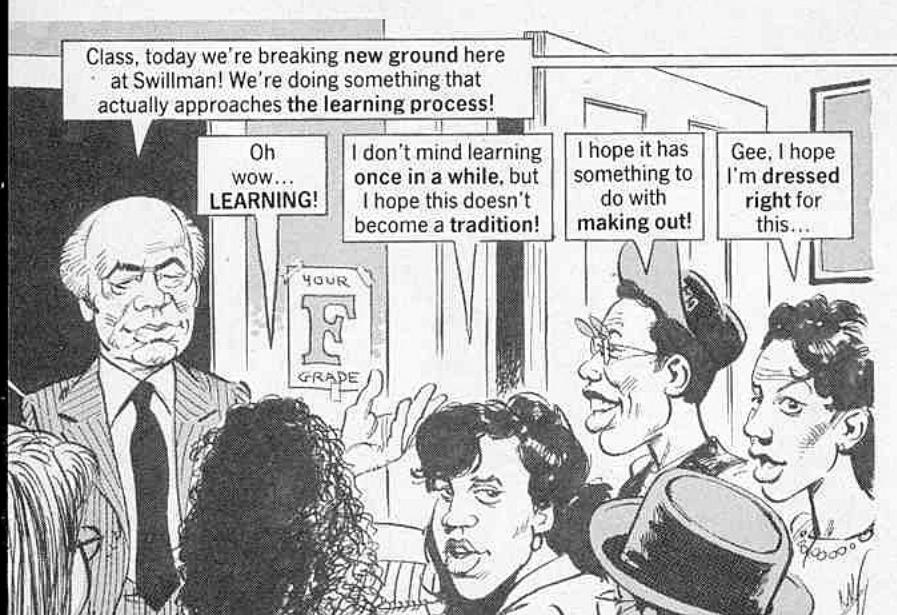
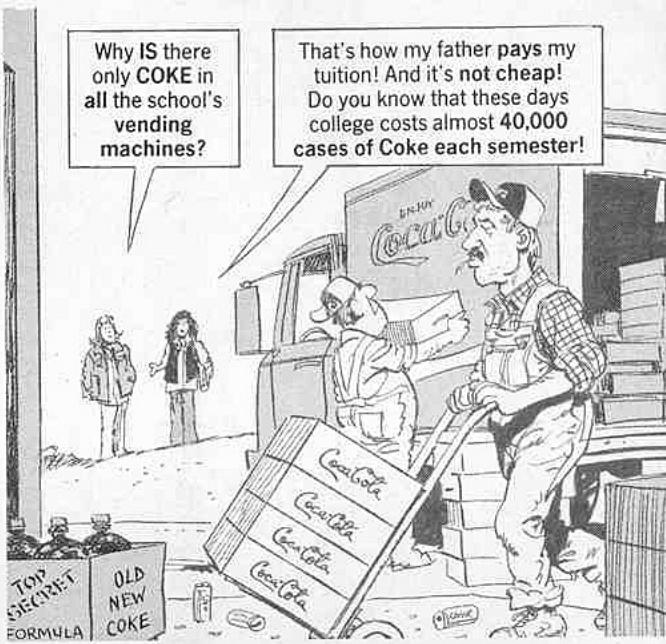
No thanks, Pain! Last
time you bought me a
burger you felt that
entitled you to spend
the night in my room!

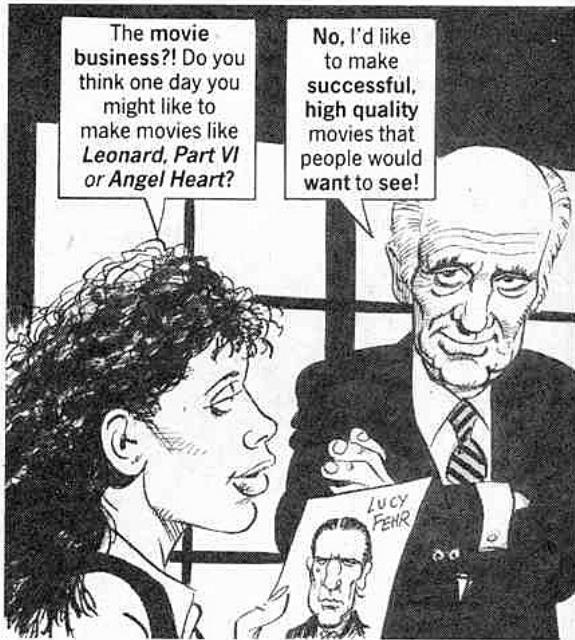
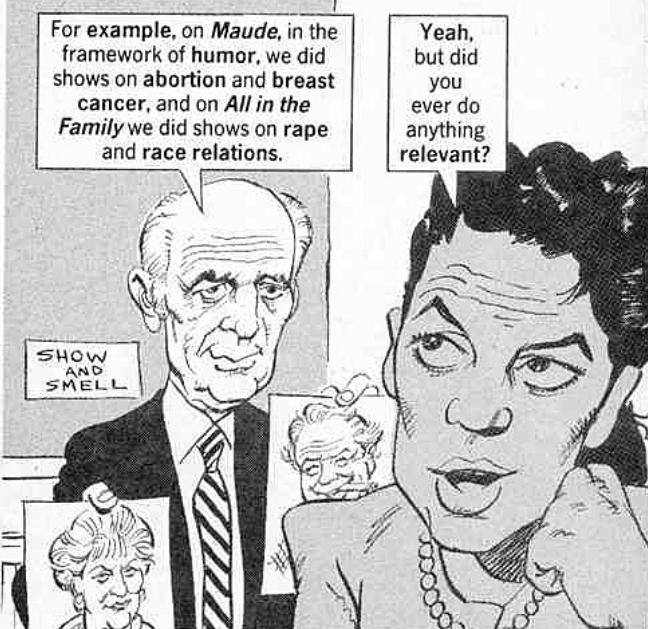
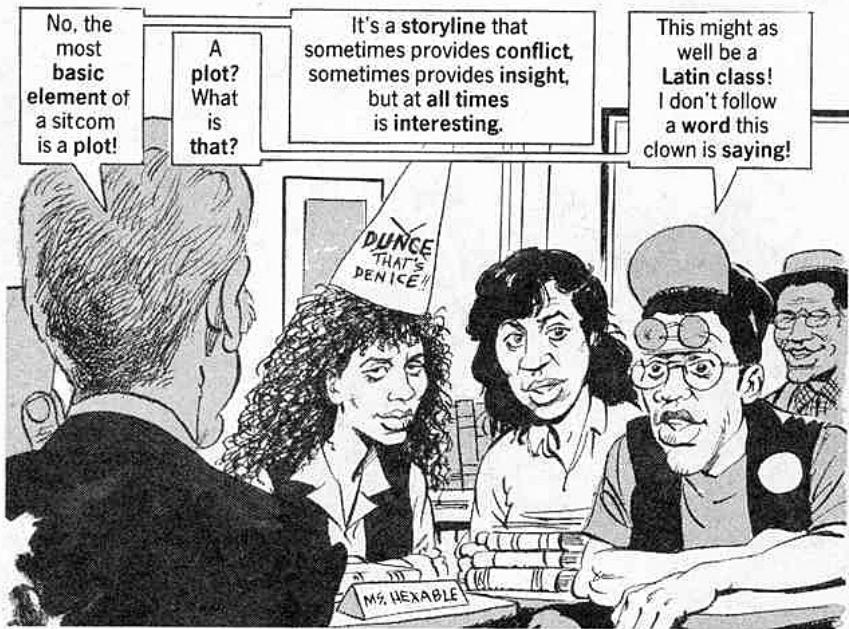
No, you're wrong!
It wasn't because
of the hamburger!
It was the onion
ring that I slipped
on your finger!

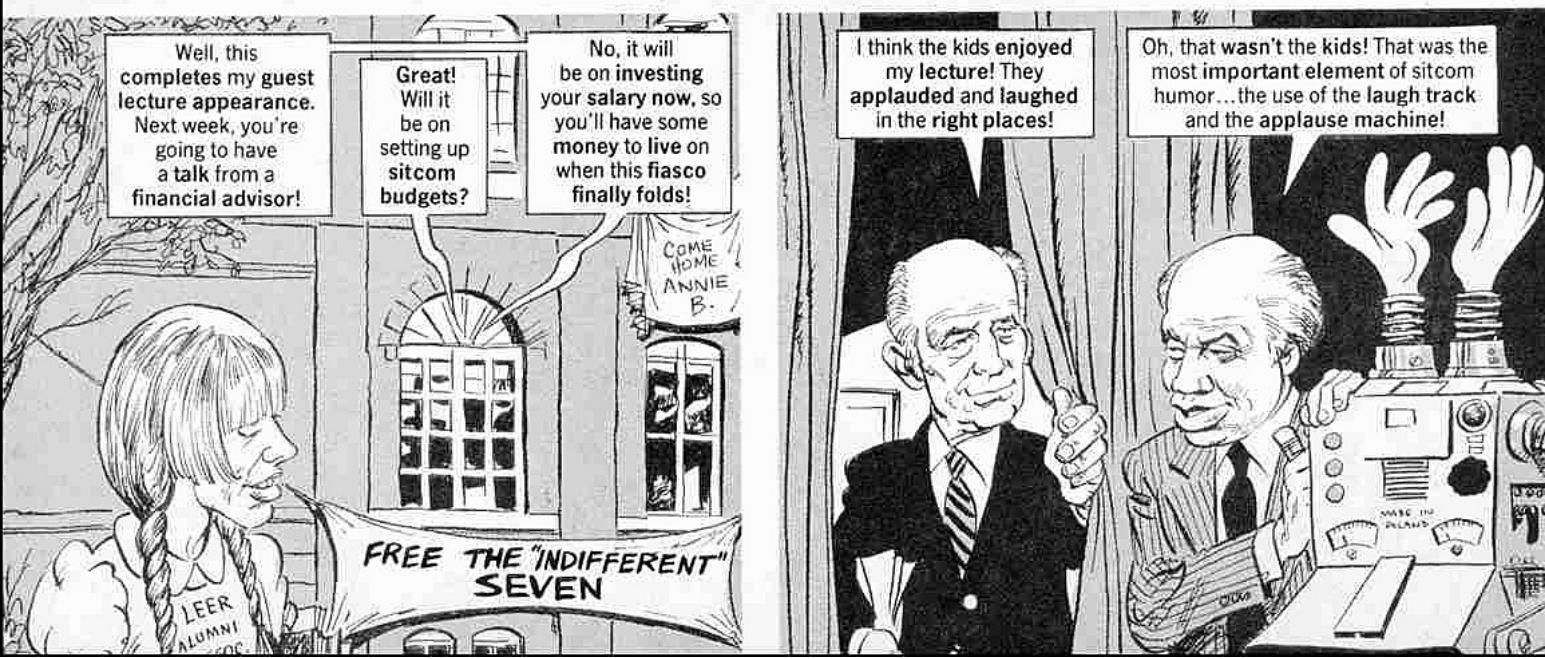
Norman Leer shouldn't
come here to talk!
He should come here
to write, produce,
direct and save this
miserable show!!!

Come on, I'll buy you both a soda
and no commitments!
Maybe you'll just bear one
of my children!

That would be a
lot easier than
bearing your so-
called wit!





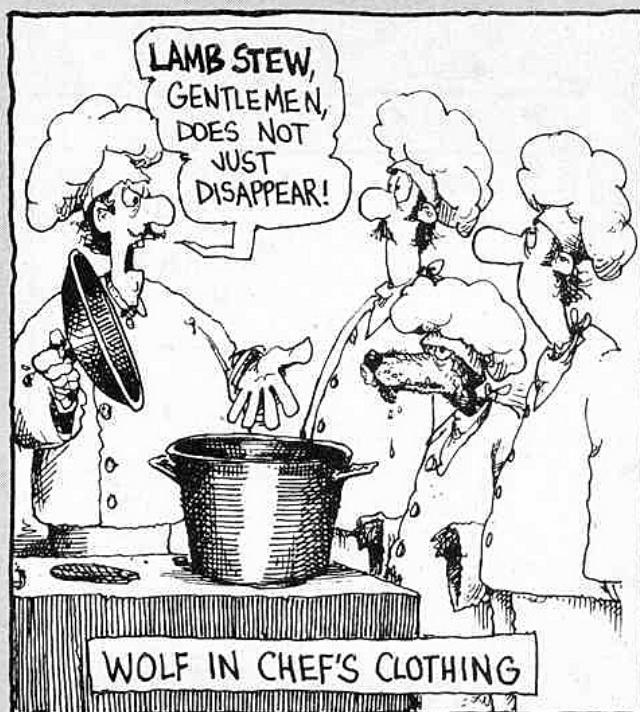
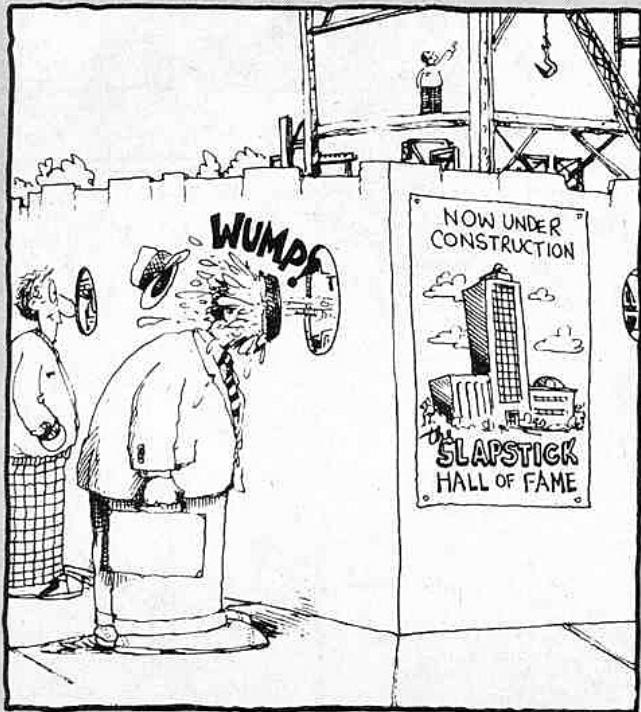


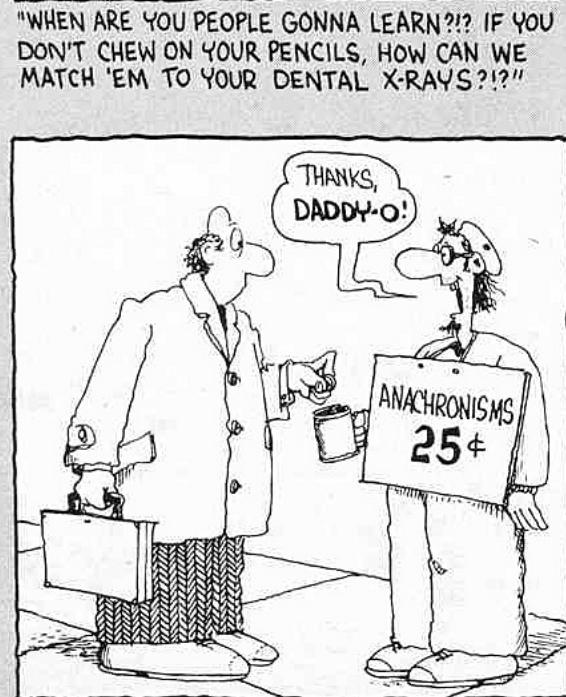
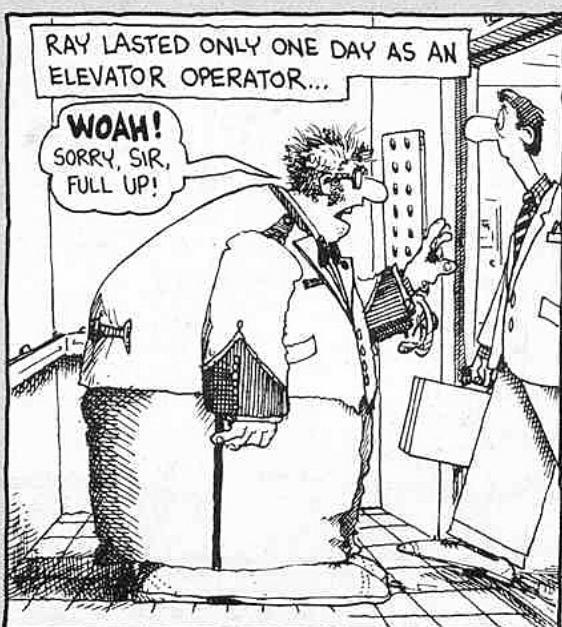
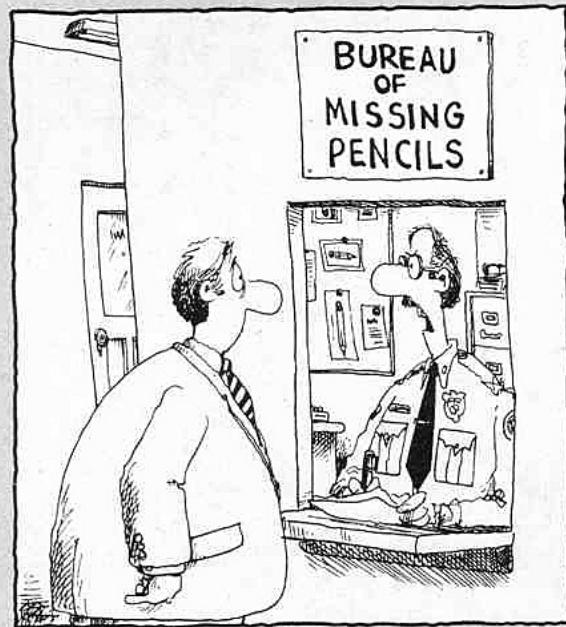
EXCERPTS MARK THE SPOT DEPT.

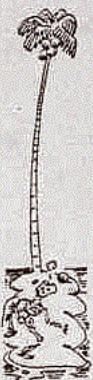
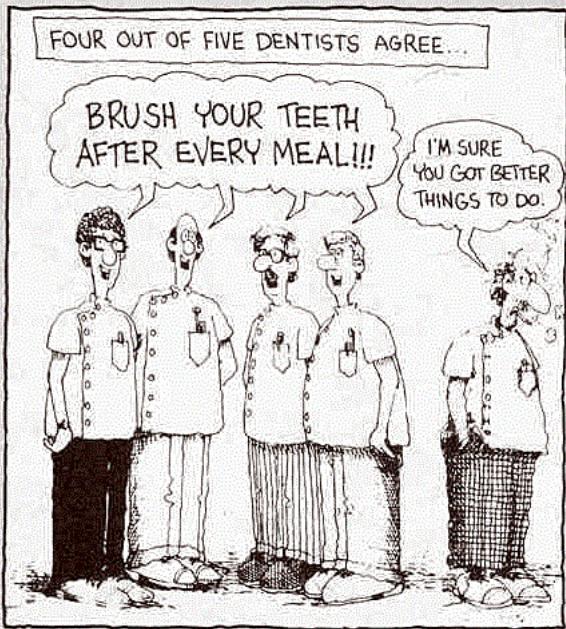
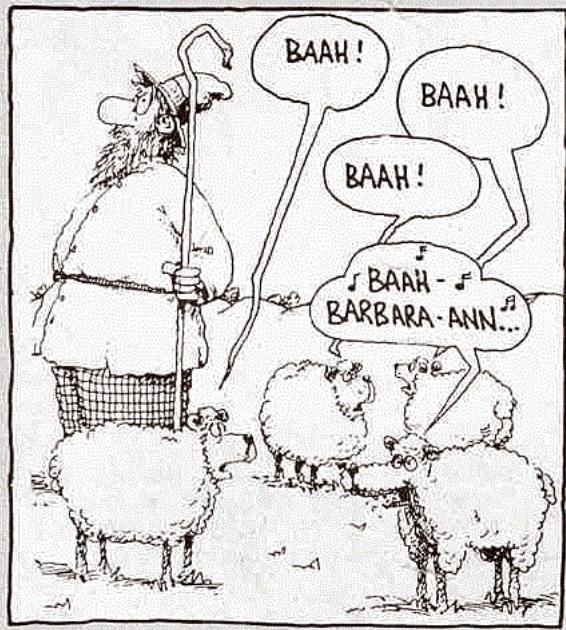
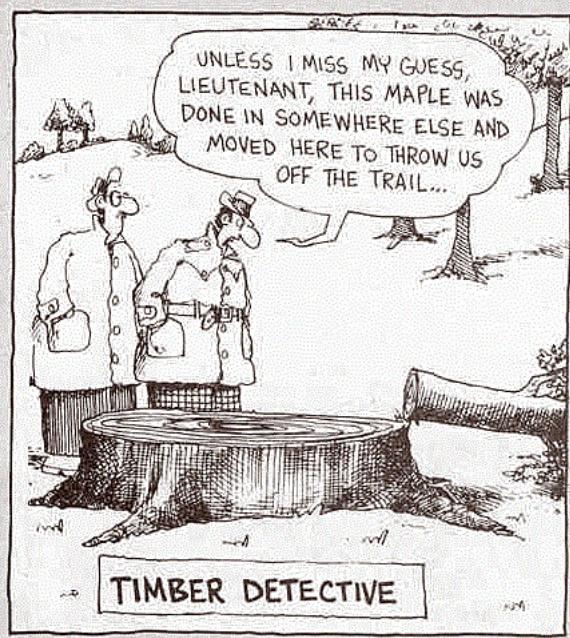
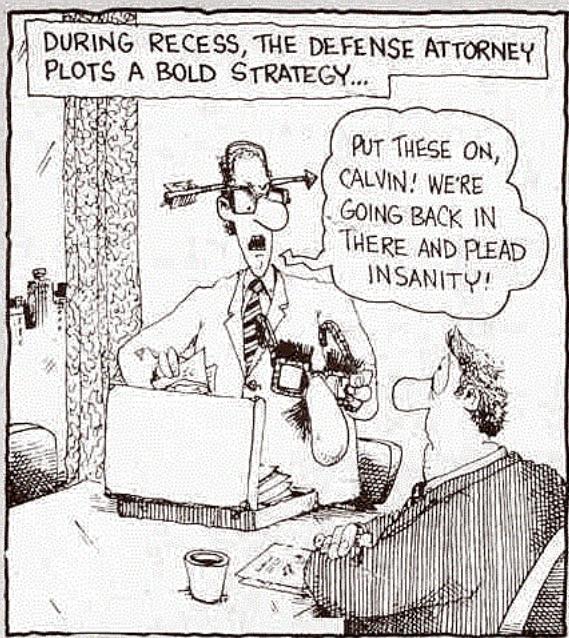
Long-time MAD Contributor John Caldwell is also the creator of a syndicated cartoon strip cleverly titled "Caldwell." It's seen in newspapers around the country. John describes his cartoons as "anthrobioclastic without being portofagious." He goes on to say that they are best enjoyed by the kind of person who "likes to make up words for no damn good reason." In any event, John has just published a collection of his strips, which we now excerpt for you here, basically for no damn good reason. By the way, John's book is cleverly titled...

CALDWELL

ARTIST AND WRITER: JOHN CALDWELL







A Mad Peek Behind RIPOFF MAIL

You wanted to advertise these foreign imported baby pajamas as fire-proof? They burn up in 30 seconds flat!

Okay, change the label to "fire resistant" and it's a go!

We're supposed to make up a flier advertising a bargain on these \$50 cameras. What's the new price?

It's still \$49.95. But we've changed the list price from \$74.99 to \$99.95, so they're a much bigger bargain!

Harry, I'm designing our next junk mailing. Do you think putting "It's a Matter of Life and Death!" on the envelope to get attention is too misleading?

Are you kidding? If people stopped ordering, this company would die! I call that "truth-in-advertising"!

Mr. Glitz, our ad says this is a 60-piece dish set, but there's only 50 pieces in each box!

Don't put any packing material around the dishes! By the time the post office is finished with them, there'll be a lot more than 60 pieces!

We just got a letter from the legal department of Max Factor! They said they'll sue us if we don't stop calling our perfume Max Fractor! What should we do?

Let's be fair and change our name to Elizabeth Ardone!

Behind The Scenes At A MAIL ORDER HOUSE

Boss, how can I write copy for these new earrings you got from Taiwan?! I wore them to a party last night and everyone said they looked like garbage!

So, use that! Say they're "guaranteed to draw attention wherever you go" and they're "an ideal conversation piece"!

This is the fifth one of those cheap imported hand-mixers I've tried and every one has given me an electric shock!

Hmmm, if we take the beaters out of the box and sell them as Fabulous Tingling Electric Vibrators, we'll make a bundle!

Here are the printed "Certificates of Authenticity" you ordered!

Good, we'll put one in every pearl necklace we ship!

Of course, but all our certificates are authentic!

I'm new on this route. Where does mail marked "Refund Department" go?

Right in that barrel!

Gentlemen, because of all the pending legal action against us for the rip-off merchandise we've been selling through the mail, today we're closing our doors!

We're out of work?

Don't be silly! Today we're closing our doors as JKL Mail Order, Inc. Tomorrow we re-open with a brand new slate as MNO Mail Order, Inc.!

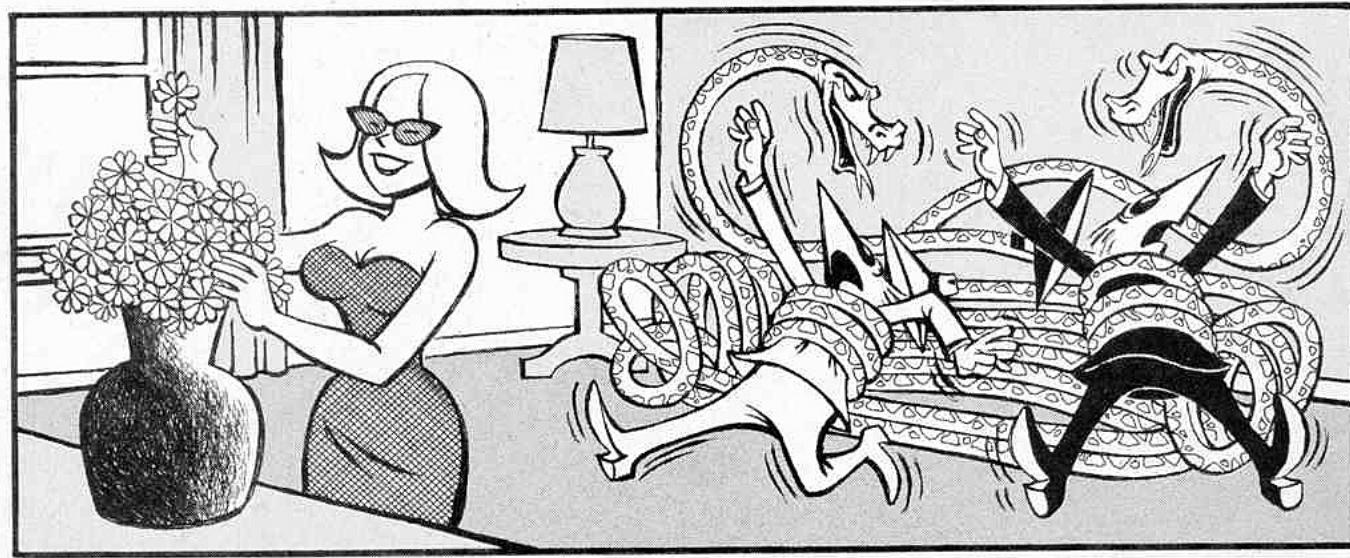
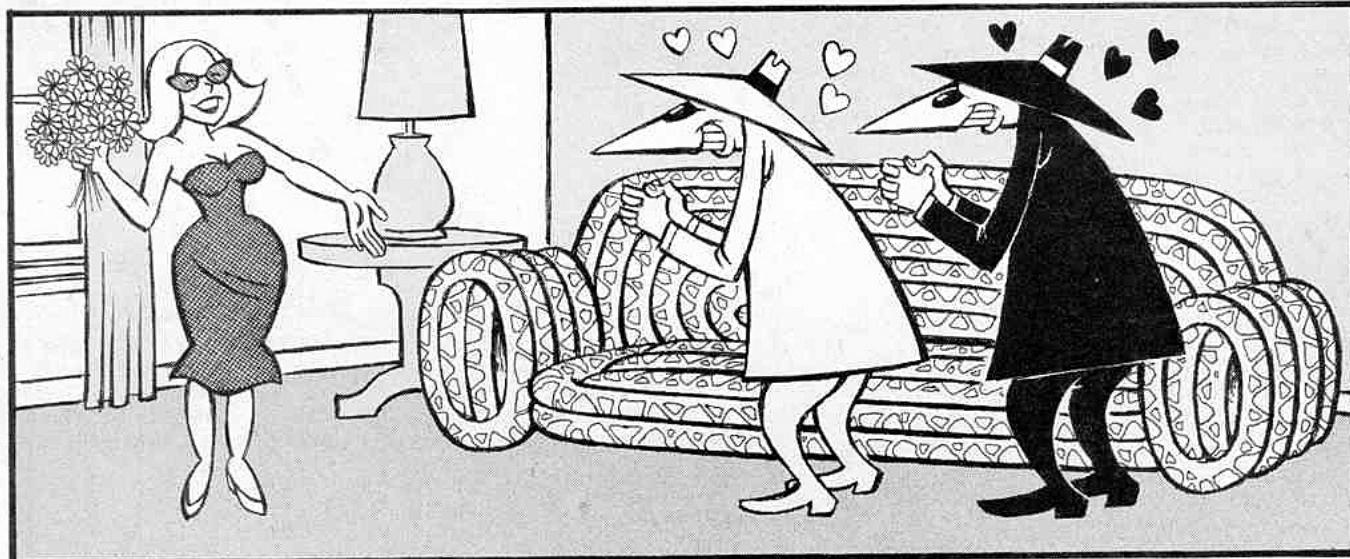
REFUND
DEPARTMENT

YOU CAN TRUST
G.I.
MAIL
ORDER

JKL
MAIL
ORDER



SPY VS SPY



AND SURVEY WE GO AGAIN! DEPT.

In MAD #266, we asked our readers to take part in an important scientific poll regarding television. Thousands responded and sent their opinions to the heads of the three major networks. The results were overwhelmingly conclusive—the networks don't give a damn what MAD readers think! They still dumped on us with bomboos like *A Different World*, *Sledgehammer!* and *J.J. Starbuck!* But we're not ones to give up easily, are we! This time, we're going after the movies! So we're asking you to tell the Hollywood studio heads how you feel by taking part in...

MAD'S READER OPINION POLL

PART II: MOVIES

ARTIST: MORT DRUCKER

WRITER: J. PRETE

1. Of the following, which recent movie would you most like to see developed into a weekly TV series:



Dragnet



The Untouchables

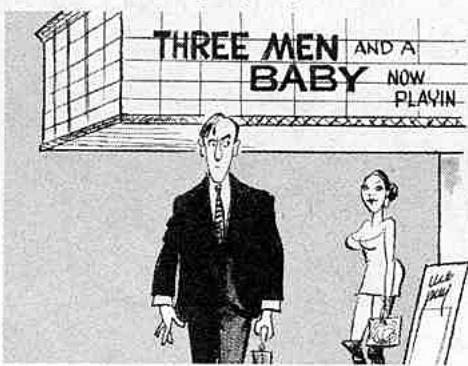


Star Trek

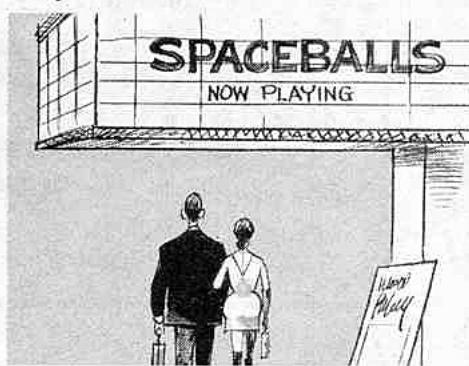
2. Which movie title most sounds like it should be playing in a Times Square porno theatre:



Lethal Weapon



Three Men and a Baby



Spaceballs

3. Which of the following was most difficult to understand:



The plot of Madonna's
Who's That Girl

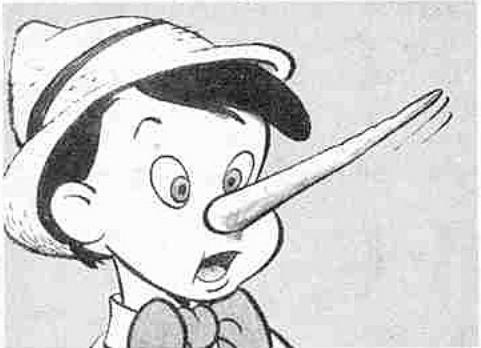


Arnold Schwarzenegger's
accent in *Predator*

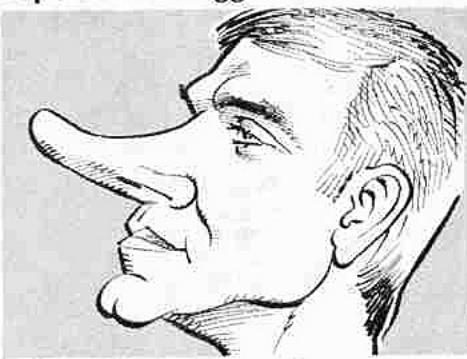


George Lucas's name on
Howard the Duck

4. In the following movies, which star sported the biggest nose:



Pinocchio (*Pinocchio*)



Steve Martin (*Roxanne*)



Barbra Streisand (*Nuts*)

5. What is the worst "trailer" to have to sit through before a movie begins:



"Snack Canyon," where "Cluck Kent" tries to lure you out to the snack bar with close-ups of greasy nachos and semi-melted Goobers.



The Hollywood charity appeal, where wealthy celebrities ask you to cough up what little money you have left after buying the ticket and getting taken at the snack bar.



Any coming attraction for a Sean Penn film.

6. Which disastrous film's release was the biggest professional embarrassment and personal humiliation to its star (although we get the feeling they couldn't care less!):



Ishtar (Warren Beatty)



Ishtar (Dustin Hoffman)



Leonard Part 6 (Bill Cosby)

7. Which movie critic's physical attribute do you find most revolting:



Roger Ebert's obesity



Gene Shalit's hair "nest"



Rex Reed's "Oh, hi there" voice

8. Given the scathing critical reviews and poor box office performance of their last few films, which actor is most likely to turn up in a TV sitcom playing a divorced father with two wisecracking kids and a wacky next door neighbor:



Chevy Chase



Richard Pryor



Joe Piscopo

9. Given the scathing critical reviews and poor box office performance of their last few films, which actress is most likely to turn up in a TV sitcom playing a divorced mother with two wisecracking kids and a wacky next door neighbor:



Goldie Hawn



Whoopi Goldberg



Diane Keaton

10. Which did you personally find most disgusting:



The venomous girl-eating snake scene in *A Nightmare on Elm Street 3*



The love scene between Jack Nicholson and Cher in *The Witches of Eastwick*

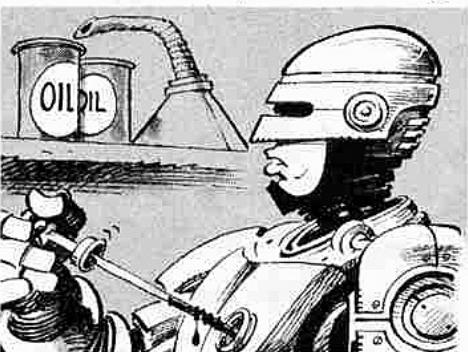


The floor of the movie theater where you saw *A Nightmare on Elm Street 3* and *The Witches of Eastwick*

11. Which star used the most amount of oil on his body while making his film:



The Baby (*Three Men and a Baby*)

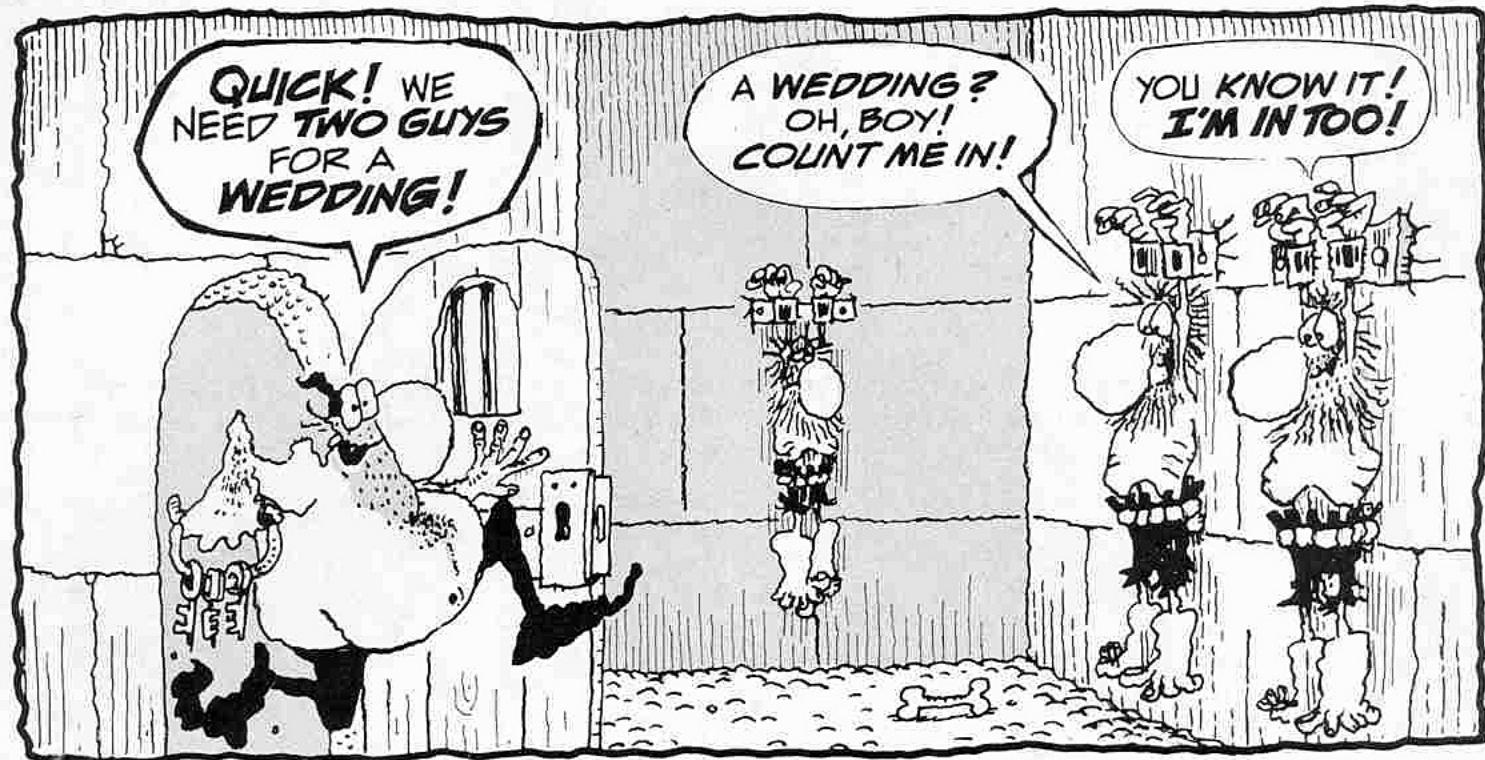


Peter Weir (*RoboCop*)

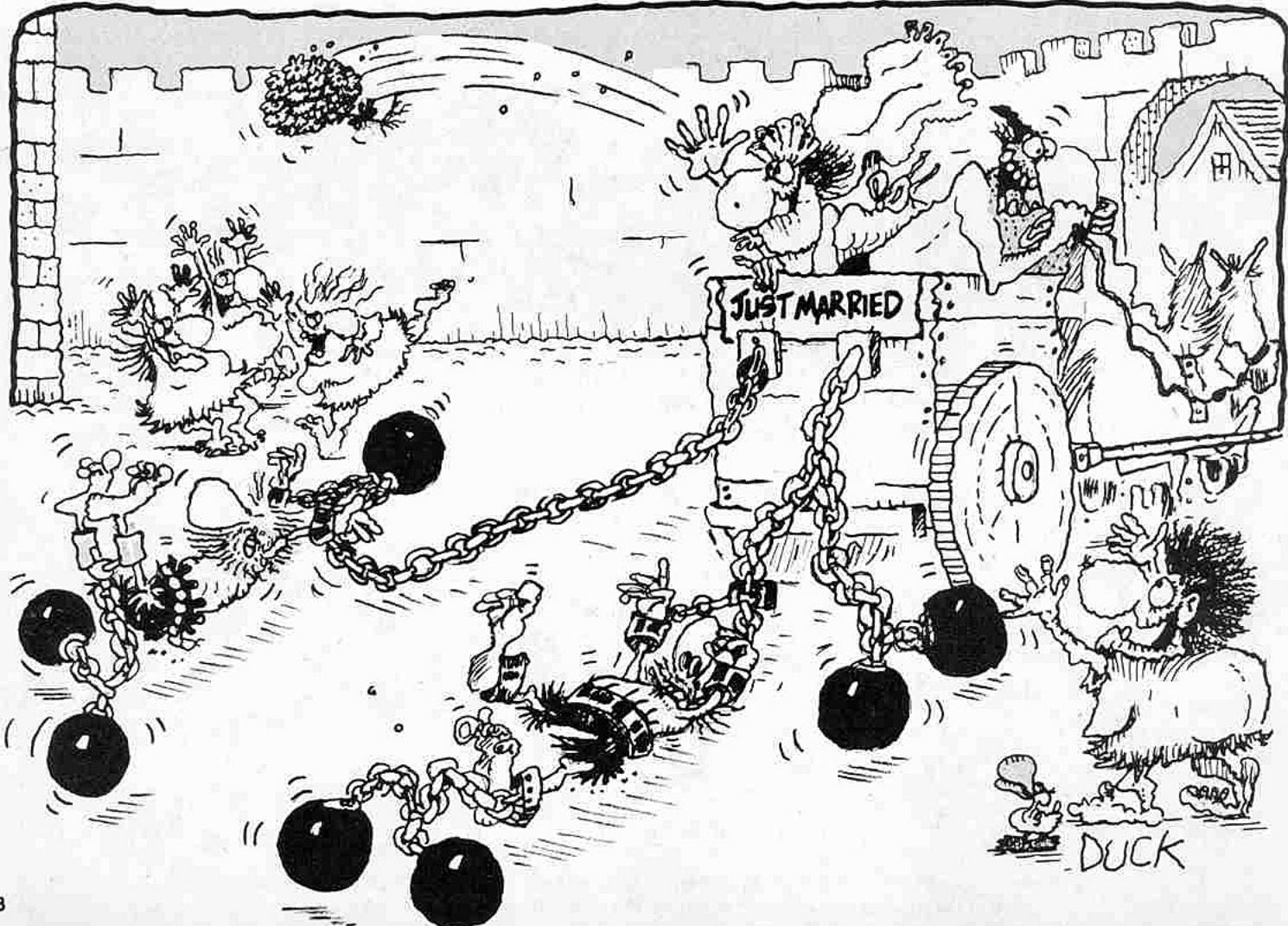


Sylvester Stallone (*Over the Top*)

THE NAUSEATING NUPTIAL NIGHTMARE



ARTIST AND WRITER: DUCK EDWING



**WHAT IS FAST
BECOMING THE
HOTTEST HIGH
STAKES CARD
GAME IN THE
COUNTRY?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

A popular card game that's been around for years has suddenly taken off. To find out what it is, simply fold in page as shown.



FOLD PAGE OVER LIKE THIS!

► A

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



BASICALLY, CARD PLAYERS HAVE TO USE COMMON SENSE—
BETTING ONLY WHEN PERCENTAGES ARE GOOD. TOTAL RECALL
CAN HELP MORE THAN A FINE EDUCATION AT HARVARD
COLLEGE. EVEN BETTER WOULD BE A COURSE IN PLAYACTING!

► A

◀ B

STATE LICENSE PLATE MOTTOES WE'D LIKE TO SEE

ALABAMA

IC1 NOW

THE UFO SIGHTING STATE

ARIZONA

120 °F

THE HEAT PROSTRATION STATE

CONNECTICUT

5:36 EXP

WHERE THE SMART NY WORK FORCE LIVES

MISSISSIPPI

4I4S2PS

THE MOST OFTEN MISSPELLED STATE

TEXAS

1-2-3' HIKE

PLAY FOOTBALL OR DIE!

FLORIDA

ZON KED

AMERICA'S DRUG DEALER

MICHIGAN

4-GET 74-77

EMBARRASSED HOME STATE OF GERALD FORD

CALIFORNIA

EGO-MN-E-X

THE SERIAL KILLER STATE

NORTH CAROLINA

WL-GOLLY

HOME OF GOMER, GOOPER AND JESSE HELMS

KANSAS

TOTO · 2

THE NOT MUCH SINCE THE WIZARD OF OZ MOVIE STATE

NEVADA

LVME 10DR

LAND OF 10,000 ELVIS IMPERSONATORS

NEW JERSEY

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FIRST IN TOXIC WASTE

WASHINGTON DC

\$1000 \$000 ETC

WASTING YOUR MONEY SINCE 1810

MASSACHUSETTS

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FRUITY UMBRELLA COCKTAIL WONDERLAND